

Evaluation and  
Training Institute

SOUTHERN CALIFORNIA  
RAPID TRANSIT DISTRICT  
MARKET RESEARCH STUDY



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SCRTD  
1989  
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## FINAL REPORT

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### MARKETING RESEARCH SERVICES

Prepared for

**SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT**

Prepared by

**EVALUATION AND TRAINING INSTITUTE**

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## EXECUTIVE SUMMARY

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The Southern California Rapid Transit District contracted with the Evaluation and Training Institute (ETI) to conduct a survey of employers and employees in Los Angeles County to determine their perceptions of the impact of and attitudes toward environmental issues, legislative issues, lifestyle, changing working trends, Metro Rail and Light Rail. ETI designed surveys to be conducted with senior management at companies employing 300 or more employees, and with a sample of employees at those companies. The companies were selected to represent areas with high levels of RTD bus service and areas with low levels.

The Senior Management survey was designed to gather information on the current transportation needs of company employees from the viewpoint of senior management, and determine the opinions of senior managers concerning improvements in service and communications, current air pollution and traffic congestion measures, and the potential impact of these on the company. The survey was conducted both as face-to-face interviews and on the telephone. A total of 103 surveys were completed, with 20 of these being conducted face-to-face.

The employee survey was developed directly from the employer survey. It was divided into six sections, the first of which was designed to determine if the employee was a bus user or not. (For the purposes of this study, a bus user was defined as someone who used the bus 2 or more days per week to go to work.) The ensuing sections asked questions related to

Respondents' opinions about strategies that would be effective in increasing his or her use of RTD service;

Respondents' opinions about current RTD bus service, about news stories concerning RTD that the respondent had heard or read, and about how the respondent obtains information on RTD bus service;

Respondents' perceptions of general conditions affecting living and working in Southern California; and

Respondents' opinions about regulations and ordinances aimed at reducing air pollution and traffic congestion.

The final section of the survey asked for various demographic information about the respondent. The Senior Manager's survey instrument is included as Appendix A and the employee survey is included in Appendix B.

Presented below are conclusions derived from the data analysis, followed by recommendations pertaining to marketing activities for the Southern California Rapid Transit District.

### **General Conditions in the Region**

- o Employers strongly support the concept of public transit, and believe that if public transit in Los Angeles is improved, the business climate will concurrently improve. However, employers are hesitant to alter their behavior or actively encourage bus-ridership among their employees who are not bus riders.

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SCRTD must recognize the difference between informing the public about the concept of mass transit, and motivating behavioral changes.

Materials, campaigns, communications, etc. should be geared specifically to either one or the other, but should not mix messages. Currently the greater need is for motivating behavioral change.

- o Employees, like many employers, are very supportive of the concept of bus ridership as a means to improve traffic conditions, air quality, and the quality of life in Los Angeles, but again, not to the extent that their driving behaviors have changed.

SCRTD should gear all programs, materials, campaigns, etc., to change behavior by encouraging drivers to become bus riders.

- o Employers agree that conditions in the Los Angeles Basin and in their area of business are becoming increasingly severe and are a problem which affects their companies. Employers' concern with employee absenteeism, employee tardiness, and health claims provides RTD an opportunity to offer its transit service as a cost effective means of addressing these financial liabilities.

Marketing pieces directed to employers should address the financial costs of employee absenteeism, tardiness, and traffic/stress related health claims, offering its transit services as a cost effective solution to these liabilities.

- o Employers are looking with high expectation to future light rail and metro rail projects and other rapid transit projects to serve L.A.'s transportation needs. Well over one-half of those surveyed believed funding should be directed to improving bus service and building rail service rather than building more highways and freeways in Los Angeles.

SCRTD's involvement in the development of Metro and light rail projects should be further promoted to the public, in order to strongly communicate that the District is part of the solution to Los Angeles' transportation crisis.

## RTD Services

- o Employees who are exposed to SCRTD through ridership have more positive feelings toward the bus system than those who are not bus riders. Individuals who do not ride the bus are more likely to have no opinion, or to have negative opinions regarding the bus system.

SCRTD should implement a three-pronged approach to increasing bus ridership among employees: 1) build on the positive opinions of the bus riders, 2) address the negative perceptions of non-bus riders, and 3) establish an information base for those non-riders who "don't know" about SCRTD's services.

The foundation for a marketing program should include: what current riders like about riding the bus; how non-bus riders' negative perceptions can be addressed; and what uninformed non-riders need to know about SCRTD services.

- o Currently, most employers' overall perception of SCRTD's bus service is "average", and many employers are split in regards to their perceptions of SCRTD's safety and informational pieces. The high number of "don't know" responses further indicates the

need to increase employers' awareness of SCRTD services, and generate support among those employers who have not yet developed a firm opinion of SCRTD as a good transportation option.

**Distribution of printed communications with Los Angeles area employers should be significantly increased. Information should include specific services offered to geographical regions.**

- o Employers are concerned that public transit may not be provided when their employees need it most. Employers are looking to SCRTD to provide more frequent bus service, more express bus service, and more early morning bus service.

**SCRTD should systematically identify the peak hours for transit demand and the geographic areas demanding more service, in order to increase service to areas based on need. Secondly, SCRTD should increase bus service according to the peak hour demand, either by splitting existing shifts to meet the demand or by expanding bus service.**

- o Similarly to their employers, employees desire more frequent bus service, more express services, and customized service, which suggests that current services are not meeting the changing commuting needs of employees in the area.

**SCRTD should consider scheduling additional routes, express bus service, and provision of customized bus services for commuters.**

- o The majority of employers, especially those from low service areas, are not fully aware of the variety of services provided by SCRTD. Employers need more information about the services which SCRTD provides to Los Angeles, including express and limited-stop service.

**SCRTD should increase personal contact with Los Angeles employers (telephone calls and site visits). SCRTD representatives should provide information requested by the individual employers which will motivate employers to change their transit-riding behavior.**

- o Employees perceive lack of awareness and information to be a major factor contributing to low bus ridership. They are interested in having bus information displayed at their worksite, more brochures, and newsletters.

**The district should develop and distribute materials targeted to specific employers, with information tailored to their geographical regions and their unique transportation needs (e.g. connections to the downtown business district, to Century City, to Alhambra/Pasadena, to the South Bay, to LAX area, etc.)**

**SCRTD, in cooperation with employers, should provide information to interested firms (e.g. as an insert in employee pay-checks).**

**Regional information maps of frequently traveled routes and destinations, and connections required to reach popular locations, should be posted at larger bus stops and in the plexi-glass bus shelters.**

- o Employees stated that they are finding out specific information about SCRTD services by calling the District. Therefore, in order to serve customers who are unfamiliar with the transit system, customer service should be geared to handling inquiries from persons who may be wary or hesitant to use public transit.

**Customer service should be upgraded to handle a higher volume of calls with less of a waiting period.**

### **Sources of Information About RTD**

- o For both employers and employees, the Los Angeles Times, and to a lesser extent the Los Angeles Herald Examiner and the Daily News, serve as major informational vehicles, and greatly impact perceptions of RTD. More than half of the employers had heard about RTD in television news editorials and another third had heard about RTD on radio news. Moreover, a high percentage of employees and employers believed the stories they had heard/read were accurate.

**SCRTD should launch a public relations program geared to providing accurate and prompt information, specifically targeted to the Los Angeles Times and other newspapers and television broadcasts.**

**The public relations program should stress accurate information rather than high visibility promotional releases in order to establish SCRTD as a credible information source with the media.**

**SCRTD should make greater use of electronic media to reach audiences.**

**Top management needs to create this base of credibility.**

### **Regulations and Ordinances**

- o Although employers feel it is in the self interest of business to improve air quality and reduce traffic congestion, and feel businesses have a responsibility to help reduce traffic problems in the area, only large firms in high service areas are willing to do more than provide information and publications.

**SCRTD should identify large firms in high service areas and conduct one-on-one meetings with senior managers to develop promotional programs which will be effective with the particular firm's employees (e.g. selling/subsidizing bus passes on site, offering prizes/awards for bus riding, etc.)**

- o Unlike large firms, which for the most part have implemented Regulations VII and XV plans for the South Coast Air Quality Management District and are planning to offer the bus subsidy as stipulated in the Los Angeles City Ordinance, medium and small firms are less likely to have implemented plans to address these regulations and ordinances. Increased bus ridership is an integral factor for firms developing and implementing Regulation VII and XV plans, and more and more firms will be looking to SCRTD for information as to how their employees could access bus service, and how increased bus ridership will affect their

firm. The lack of awareness of the Los Angeles City Bus Pass Subsidy Ordinance may curb the rate of participation in transportation programs among employees. Employees need more information on how to receive their subsidies in order to use public transit.

**SCRTD should 1) identify the firms subject to area regulations and ordinances; 2) provide information to these firms detailing the District's benefits to the business community, routes, times, and customer services; and 3) meet personally with interested firms to develop individualized service programs, thus increasing personal contact, and providing a service to employers who may influence greater numbers of non-bus riders to use public transit.**

**SCRTD should target its immediate efforts to large firms, and future efforts to medium and small size firms, which the data show have a lower probability for implementing transportation plans or a bus pass subsidy program thus far.**

**SCRTD should integrate information related to the bus pass subsidy program into their marketing pieces and brochures in order to inform employees of the incentives and opportunities these programs present.**

- o Employees stated that lower fares would be the best incentive to encourage them to take advantage of the bus pass subsidy, followed by more express buses, and more routes.

**SCRTD should consider a low-fare promotional package for the bus subsidy program to increase participation in this program.**

- o In regards to implementing variable work hours to control traffic, employers are very supportive of the concept, while resistant to actual program implementation. Employers who do not currently utilize flexible work hours are resistant to altering their current work hours, and would prefer bus scheduling to meet their company schedules.

**Efforts to influence employers to alter their current work schedules will most likely not be effective.**

- o Despite their support for mass transit projects, employers do not support tolls, business taxes, increased sales taxes etc. to raise funds for these projects. Of these financial options, employers supported a diversion of the gas tax over any other option, and were most strongly opposed to business taxes and parking surcharges.

**In looking to future avenues for mass transit funding, SCRTD efforts should be directed to programs which divert gas taxes to support transportation projects.**

## **Parking**

- o The high availability of parking at the majority of firms surveyed serves as an incentive for employers to utilize a percentage of spaces for other purposes, thus decreasing their parking costs (including maintenance, security, and monthly fees) and encouraging employees to use public transit.

**SCRTD should provide employers with a variety of suggestions for using parking spaces for additional company purposes to decrease employee use of company parking and encourage employees to utilize public transit (e.g., allocating more visitor parking, designating parking closer to building for ridesharing).**

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## **FINAL REPORT ON MARKETING RESEARCH SERVICES**

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### **PURPOSE**

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The RTD Board of Directors identified as a major objective for FY 1989 the development of a marketing study of patron and public perception of the District to serve as a foundation for the development of service improvement recommendations and future communication programs.

The District contracted with the Evaluation and Training Institute (ETI) to conduct a survey of employers and employees in Los Angeles County, to determine their perceptions of the impact of and attitudes toward environmental issues, legislative issues, lifestyle, changing working trends, Metro Rail and Light Rail. Specifically, ETI designed surveys to be conducted with senior management at companies employing 300 or more employees, and with a sample of employees at those companies. The companies were selected to represent areas with high levels of RTD bus service and areas with low levels.

This report describes the design and conduct of the survey, the results obtained, and the recommendations developed from the survey results.

### **SURVEY DESIGN**

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#### **Senior Management Survey**

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The Senior Management survey was designed to gather information on the current transportation needs of company employees from the viewpoint of senior management, and determine the opinions of senior managers concerning improvements in service and communications, current air pollution and traffic congestion measures, and the potential impact of these on the company. The survey was conducted both as face-to-face interviews and on the telephone. A total of 103 surveys were completed, with 20 of these being conducted face-to-face.

In order to conduct the interview, which was a lengthy one taking about 45 minutes, an initial telephone contact was made to the company to locate the person who should be interviewed and to set up an appointment for the interview. A script was prepared for this initial contact, designed so that the data base of companies used for the sampling could be utilized to provide information on the company name, telephone number, CEO, and other pertinent information. The script is included in Appendix A to this report.

The survey instrument was divided into seven sections. A copy of the final survey instrument is also included in Appendix A. The first section was designed to confirm information about the company and the person being interviewed, and to add some additional general information about the company. The second section asked about ways in which employee use of bus service could be increased, both by actions of RTD and by actions of the company. The third section asked for opinions about RTD service, about media from which the respondent had obtained information and opinions about the RTD, and about the methods used by the respondent to obtain information about RTD services. The fourth section requested opinions of the respondent about general conditions affecting living and working in Southern California, the impact of traffic conditions on the company's business, and opinions about various strategies being adopted or considered for improving traffic conditions and air quality. The fifth section requested some information about provision of parking for employees and visitors at the workplace. The sixth section solicited opinions about current regulations and ordinances aimed at reducing air pollution and traffic congestion, particularly AQMD's Regulation XV and the City of Los Angeles ordinance. This

section also included rating some possible future measures to control traffic congestion and air pollution, and also some potential methods for funding transit improvements. The wrap-up section of the questionnaire requested cooperation of the employer to permit ETI to conduct a survey of a sample of employees.

An initial design of the survey was created and reviewed internally by ETI staff. Following revisions, it was provided to RTD Marketing Department staff for review. After incorporation of suggested revisions and improvements, the instrument was tested by conducting telephone interviews with a sample of companies located in the City of Santa Monica. This revealed the need for some additional improvements to the instrument in the areas of interviewer direction, but did not result in any further changes to questions and response sets.

## **Employee Survey**

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The employee survey was developed directly from the employer survey. It was divided into six sections, the first of which was designed to determine if the employee was a bus user or not. (For the purposes of this study, a bus user was defined as someone who used the bus 2 or more days per week to go to work.) The second section asked for the respondent's opinions about strategies that would be effective in increasing his or her use of RTD service. The third section asked for opinions about current RTD bus service, about news stories concerning RTD that the respondent had heard or read, and about how the respondent obtains information on RTD bus service. The fourth section asked about the respondent's opinions on general conditions affecting living and working in Southern California, and the fifth section asked about the respondent's opinions about regulations and ordinances aimed at reducing air pollution and traffic congestion. The final section of the survey asked for various demographic information about the respondent. The survey is included as Appendix B.

This survey was significantly shorter than the senior management survey and was designed to be self-administered, although it could also be conducted by telephone. Estimated completion time for the survey was about 20 minutes.

The survey was drafted and subjected to internal review, refined, and provided to the RTD Marketing Department for review. After revisions were made in response to comments from RTD staff, a final version of the survey instrument was produced and this was also translated into Spanish. The restricted schedule for the project did not allow a pretest to be undertaken on the employee survey.

## **SAMPLING**

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### **Identification of Significant Locations in the RTD Service Area**

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There are two opposite concerns with respect to the District's ability to deliver service to meet the demands of the new regulations and ordinances, and others that may follow in the future. First, there are the major business districts within the District's service area, where concentrations of employers occur and where additional service, particularly in the form of added capacity, is likely to be needed to meet the additional demands made by the new regulations and ordinances. Second, there are outlying areas, such as parts of the San Fernando Valley, the South Bay, etc., where existing service is relatively sparse, and new routes may be required to provide options for employees to ride the bus instead of driving alone to work.

A meeting was held with RTD Planning staff and the District's Project Manager, to discuss these locations. In addition, ETI prepared its own proposed list of locations in each of the two categories. The first category included such locations as Century City, El Segundo and the LAX area, and the Warner Center area; while the second included such locations as the industrial area of Torrance, Sylmar, San Pedro and Los Angeles Harbor area, and the City of Industry. A review was conducted of the density of SCRTD services and services by other operators to determine into which classification the different locations fit. A list of these was provided to the District and approved for this project.

As a result of the meeting with Planning staff, the initial list of locations was refined. This refined list is provided as Table I.

### **Selection of Employers and Employees**

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The original population of interest was employers with 300 or more employees. RTD obtained a commercial listing of companies with 250 or more employees, representing the best available listing of firms doing business in Los Angeles County. The list contained about 1,100 employers and was found to be under-representative of government and other public agencies that fall in this size category. ETI used its own listings, derived from several sources to cross-check the commercial list for completeness and accuracy, as far as possible. The ETI lists added 134 firms to the 216 in the commercial listing for the selected zip codes only (described later in this section). This level of incompleteness for the larger employers gave rise to the expectation that the commercial listing for the medium-size employers would also be seriously deficient. The commercial listing produced 200 companies in the desired zip codes. However, despite various different avenues pursued by both ETI and RTD, no additional listing could be obtained that could be used for comparison purposes.

### **Selection of a Representative Sample**

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Two size groupings were identified for sampling, i.e., companies with 500 or more employees, companies with 300 to 499 employees. Questions to which a Yes/No or similar answer is appropriate,  $\pm 5$  percent error with 95 percent confidence require a sample of approximately 384 individuals. Therefore, stratification into the two size groups and into users and nonusers required that each of these four subgroups contain 384 observations, requiring approximately 1,600 employees to be surveyed. It was assumed that the desired sample would contain, for each employer, equal numbers of bus users and nonusers, and that the average would be 10 percent bus ridership among employees. To achieve 384 surveys in each of the size categories, it would be necessary to survey approximately 32 employers of 300 to 499 employees and 15 employers of 500 or more employees. Employer surveys were also designed to be conducted at an additional 53 companies, to provide a total employer sample of 100 firms. These additional firms were sampled to comprise 17 large firms (500 and over) and 36 smaller firms (300-499).

In summary, this approach involved:

1. Use of four groupings of employees (2 size groups by user and nonuser of SCRTD services).
2. Use of an employee sample of 1,600 employees.
3. Use of an employer sample of 100 companies, at 47 of which employees would be sampled to make up the employee sample of 1,600 surveys, and at 53 of which only a senior management survey would be conducted.

TABLE 1

## PROPOSED LOCATIONS FOR SAMPLING EMPLOYERS

LOCATION	ZIP	LOCATION	ZIP
Sylmar	91342	Plummer Street (Reseda - Devonshire)	91324 91311
Topanga Canyon Blvd. Corridor (Canoga Park - Chatsworth)	91303 91304 91311	Ventura Boulevard (N. Hollywood - Tarzana)	91356 91316 91436 91403 91423 91604
Saticoy (Sunland - Canoga Park)	91304 91307 91306 91335 91605 91352	Vineland (Universal City - Burbank Airport)	91606 91601 91602
Ventura Corridor (Woodland Hills - Thousand Oaks)	91364 91302 91301 91361 91362	Glendale/Burbank	91352 91504 91502 91201 91203 91204 91205 91206 91202 91207
Warner Center	91367		
Pasadena CBD	91105 91103 91101 91106		
Olympic Blvd. (Westwood - Santa Monica)	90025 90024	Portero Grande Ave. (Monterey Park - Montebello)	91754 90640 91770
Downtown Los Angeles	90017 90014 90013 90071 90012	City of Industry	91745 91744 91746 91789
Flair Industrial Park, El Monte	91731	Gale Avenue (Azusa - Nogales)	91748
Crossroads Parkway (Industry)	91745	El Monte (Walnut Grove - Rush)	91733
Vernon	90058 90023	Pico Rivera/Commerce	90040 90660
El Segundo/LAX	90045 90245	Gardena	90249 90247 90248
Santa Fe Springs/Norwalk	90670 90650	Compton (Artesia Boulevard)	90220
North Torrance (190th Street)	90248 90501 90502	Carson	90745 90746 90747 90810
Lakewood (El Segundo to L.B. Airport)	90846 90712	Ontario Airport	91761 91762 91764
Century City	90067		

4. Sampling error for any of the four employee subgroups would be expected to be  $\pm 5$  percent with 95 percent confidence, while employer data would be expected to have a sampling error of  $\pm 9.8$  percent with 95 percent confidence.

Allowing for companies that would not wish to have their employees participate in a survey, which recent project experience shows to be about 50 percent, an initial sample of 200 employers was drawn.

## **SURVEY EXECUTION**

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### **Methodology for Conducting the Surveys**

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For employers, 80 percent of the interviews were designed to be conducted by telephone and 20 percent face-to-face. In approaching each company, permission was requested to conduct a survey of a sample of employees. The request was made to survey all employees who currently commute by bus at least twice a week and to survey an equal number of employees who do not commute by bus. In a number of instances, employers did not have information about employees who are bus riders and it was necessary in these cases to survey a random sample of all employees.

Four alternative strategies were proposed for the employee surveys.

1. Employers were asked to allow ETI staff to hand out a self-administered survey to selected employees gathered in a conference room or similar facility at their place of employment. ETI staff would explain the purpose of the survey and remain with the employees while they completed the survey and collect them.
2. Employers were asked to provide work telephone numbers and give ETI permission to conduct telephone interviews during work time.
3. Employers were asked to provide home telephone numbers for the selected employees and ETI would conduct telephone interviews during evenings and weekends.
4. Employers were asked to distribute surveys to their employees and collect them. ETI personnel would deliver and pick up the surveys.

In conducting the employee survey, no employer permitted ETI to administer interviews on their premises. A few employers permitted ETI to hand out surveys to employees at the entrances or exits of the building, but most insisted on distributing surveys to employees for them to fill out and return. The result of this procedure was both a lengthening of the time required to get back completed surveys and, in many cases, a very low response rate. However, employers were unwilling to provide telephone number lists for employees and would agree only on the distribution for self-administration.

### **Survey Administration and Implementation**

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Surveying commenced on Friday, November 18, 1988 and continued through February 3, 1989. Several alternative approaches were attempted in making the initial contacts with employers. Initially, employers were asked both to participate in the employer survey and to permit ETI to

conduct the employee survey. While good response was achieved on participation in the employer survey, the immediate question of undertaking the employee survey met with little success. As a result, the tactic was changed to defer discussion of the employee survey until the end of the employer survey. At the beginning of the survey, the employer was asked to schedule a time for the senior management survey, either as a face-to-face or as a telephone survey. However, after the first few interviews had been conducted, it became apparent that the data on the size of the company was not reliable, and many of the companies that had been approached and had agreed to participate turned out to have many fewer employees than the size category indicated in the commercial list. As a result, a question was added into the initial contact to determine the size of the company. Of 177 firms contacted, from which the firm size was determined, 98 firms were not of the size category indicated in the list. Table 2 shows the distribution of firms by actual size and size indicated in the list.

### **Senior Management Survey**

Cooperation in setting up the senior management interview was generally good. Of 278 firms called, 31 refused to participate prior to the interviewer being able to establish the company size. An additional 18 firms refused to participate after indicating their size, for a total of 49 refusals, representing 17.6 percent of the successful contacts. Bearing in mind that contacts were made from just before Thanksgiving through to the New Year, this refusal rate is quite low.

Table 3 shows the summary of final dispositions of calls for the senior management survey. Dispositions other than completion of an interview are categorized only to large and medium firms, because most of the non-completion results also do not permit firm size to be ascertained. The dispositions are shown, therefore, for the original categorization of a firm from the commercial list, rather than the actual size of the firm. The first two categories denote completed surveys, which represent 37.4 percent of the firms contacted. One medium-size firm had provided an appointment for interview, but was not needed when the 100 required interviews were completed. Of those firms that had requested a letter before making a decision whether or not to participate, 8 had been sent a letter but had not yet responded at the time that the sample was completed. These two categories represent potential for additional interviews, had they been needed.

Two dispositions changed during the course of the survey. At the outset of the survey, the decision was made not to persist with a firm after 3 call backs had been made and no success had been achieved in contacting the appropriate person. Also, at the beginning of surveying, firms with fewer than 300 employees were rejected from the sample. However, as the survey proceeded, both of these decisions were modified. Additional calls were made to firms where at least 3 unsuccessful calls had been made and the firm was not dropped until at least six attempts had been made. Also, small firms (less than 300 employees), which were initially grouped in with firms that were untracable, out of business, or had moved away, were added back into the sample and interviews conducted whenever possible.

TABLE 2

## DISTRIBUTION OF EMPLOYERS BY ACTUAL AND EXPECTED SIZES

EXPECTED SIZE	ACTUAL SIZE			TOTAL
	>500	300-500	<300	
Greater than 500	41	9	19	69
300 to 500	14	38	56	108
Total	55	47	75	177

TABLE 3

## DISPOSITIONS FOR THE SENIOR MANAGEMENT SURVEY

DISPOSITION	FIRM SIZE			TOTAL
	LARGE	MEDIUM	SMALL	
Face-to-Face Completed	10	6	4	20
Telephone Completed	31	28	25	84
Appointment Made	-	1	-	1
Company Requires Letter	1	7	-	8
Exceeded 3 Call Backs	16	25	-	41
Company Untraceable, Out of Business, Moved Away, Too Small	15	34	-	49
Refused Survey	15	34	-	49
Repeat Listing	11	7	-	18
Not willing to do until after end of project	1	8	-	9
TOTAL CONTACTS ATTEMPTED	100	149	29	278

Forty-nine of the firms contacted refused to participate in the senior management survey, representing 17.6 percent of the firms contacted from the list. Some of these firms requested that the survey be completed by self-administration. However, since the survey instrument was not designed for self-administration, these were treated as a refusal, once all efforts to have them agree to an interview failed. Other reasons for refusing the senior management survey were:

1. Not interested
2. Too involved in preparing the AQMD Regulation XV Transportation Plan
3. No time to be interviewed until after project completion deadlines
4. Senior management person out of town for an extended period
5. Senior management person at another site (outside the state), or otherwise unavailable

Eighteen of the firms contacted turned out to be either the same firm doing business under more than one name, and therefore included in the list under each business name, or a firm entered twice in the list, but with different abbreviations or designations of the company name. Finally, an additional 9 firms indicated a willingness to undertake the senior management interview but were not available to do so until too late for inclusion in the project.

### **Employee Survey**

Table 4 shows the dispositions for employee surveys, after successful completion of the senior management survey and shows that 52 firms not only agreed to do the employee survey but also returned completed surveys to ETI that have been included in the final results. An additional 16 firms were provided with employee surveys but failed to return more than a handful of completed forms; seven firms were willing to consider the employee survey, sought internal agreement on participating, and had not received permission by the time fieldwork ended. A further five firms requested a letter about the survey before agreeing to it, and had not yet given permission for the survey to be done at the completion of the project, and eight firms indicated a willingness to do the employee survey, but not until after the project termination. A total of 40 firms refused outright to undertake the employee survey, representing 31 percent of the firms contacted for the employee survey, compared to our prior expectations of a 50 percent refusal rate. The two most frequent reasons given for not participating in the employee survey were current preparation of the AQMD Regulation XV plan and that company policy would not permit ETI to survey employees. Other reasons given were:

1. Not interested
2. Company too busy currently, but would do it later
3. Working on Section 80 for IRS

Overall, the biggest problem in the execution of the senior management survey was the inadequacy of the lists of companies. With 55 percent of the companies contacted being in a size category different from that indicated by the listing, and with 18 percent being untraceable, out of business, and moved out of the area, the number of potentially usable firms was severely compromised and required a considerable amount of effort simply to find firms in the correct size category and location. The refusal rates of 18 percent for the senior management survey and 33 percent for the employee survey are not considered large, particularly considering the time of year when the survey was done and the impact on companies of preparing Regulation XV Transportation Plans.



**TABLE 4**  
**DISPOSITIONS OF THE EMPLOYEE SURVEYS**

DISPOSITIONS	FIRM SIZE			TOTAL
	LARGE	MEDIUM	SMALL	
Survey Completed	22	12	18	52
Survey in Progress	5	5	6	16
Awaiting Approval	5	1	1	7
Letter Requested/Sent	2	2	1	5
Not able to do until after project termination	1	5	2	8
Refused	19	11	10	40
<b>TOTAL EMPLOYEE SURVEY ATTEMPTS</b>	<b>54</b>	<b>36</b>	<b>38</b>	<b>128</b>

## RESULTS

### Senior Management Survey

The original intent of the sampling for the survey was to obtain 33 completed surveys from large employers and 67 from medium employers. The actual final numbers of surveys were 41 from large employers, 34 from medium employers, and 29 from small employers. The sample was also structured initially to have about an equal number of firms in each size category in each of areas of high and low RTD service. Table 5 shows the distribution of firms by size and by level of RTD service, AVR goal, and SIC Code group.

Table 6 shows the distribution of the positions held by those interviewed in the senior management survey by firm size. It should be remembered that the person who was sought was the most knowledgeable senior person about transportation issues and their effect on the operation of the firm and on employees.

TABLE 5

## CHARACTERISTICS OF FIRMS INTERVIEWED

CATEGORY	FIRM SIZE			TOTAL
	LARGE	MEDIUM	SMALL	
High RTD Service	27	19	16	62
Low RTD Service	14	15	29	42
AVR Goal of 1.75	17	12	13	42
AVR Goal of 1.50	24	22	16	62
AVR Goal of 1.30	0	0	0	0
Construction (15-17)	2	0	2	4
Manufacturing (20-39)	13	12	5	30
Transportation, etc. (40-49)	3	1	0	4
Wholesale/Retail (50-59)	3	0	5	8
Finance, Insurance (60-67)	4	3	4	11
Services (70-79)	5	2	0	7
Professional Services (80-89)	5	8	6	19
Public Administration (91-97)	1	1	3	5
Other (01-14, 99)	5	6	4	15
TOTAL COMPANIES INTERVIEWED	41	34	29	104

TABLE 6

DISTRIBUTION OF POSITIONS HELD BY THOSE INTERVIEWED

Personnel/Human Resources Manager	67
Planning Director	2
Senior Manager	6
Transportation Coordinator	13
Vice President	3
Other	13
TOTAL	104

DATA ANALYSIS

As outlined above, ETI conducted surveys with senior management at 104 companies within RTD's service area, and with a sample of 1656 employees at those companies. The results of these surveys are presented in this section of the report.

The Senior Management survey examined current transportation needs of organizations' employees from the perspective of senior level staff. In general, the questionnaire examined their views regarding possible service and communications improvements, perceptions of RTD, general business climate, traffic congestion and parking, among other issues.

The Employee survey asked employees parallel questions to the manager's survey about employees' use of the bus to get to work, what their companies could do to encourage their use of the bus, and their perceptions regarding improvements in RTD service, the RTD in general, living conditions in Southern California, and regulations and laws designed to reduce traffic congestion and clean up the air.

## General Information

### Employer Statistics

The senior managers who were interviewed had been with their companies on average over eight years, and in their present position for more than four years. The average company has been at its present location for 24 years.

Fifty-eight of the 104 employers surveyed knew the approximate distances their employees travel to work each day (see Table 7). Twenty-four (40 percent) of the employers that knew the approximate distances stated that none of their employees live closer than five miles from work. Six (ten percent) of the employers who knew the distances stated that more than 50 percent of their employees live more than 21 miles away.

More than 90 percent of the employers stated that there is an RTD bus stop located near their firm. For three-quarters of these firms, the nearest bus stop is less than a five-minute walk from the firm. Only 10 percent of the firms are located more than a 10-minute walk from the nearest bus stop.

TABLE 7

#### DISTRIBUTION OF DISTANCES EMPLOYEES LIVE FROM WORK

PERCENT OF EMPLOYEES	0-5 MILES	6-10 MILES	11-20 MILES	21 MILES OR MORE
0	24	19	22	20
1-10	15	8	9	15
11-25	13	13	12	12
26-49	5	8	10	5
50-99	1	10	5	6
TOTAL	58	58	58	58

## Employee Demographics

Employees were asked to identify their gender, age, ethnicity, and household income. Four percent declined to identify their gender, and of the remaining who answered, sixty percent of the respondents were female (see Table 8). Of the 97 percent employees who identified their age, 52 percent were between the ages of 30 and 49 (see Table 9). Respondents 29 years of age and under, and those fifty years of age and over each comprised approximately twenty percent of the sample. Ninety-five percent of the employees identified their ethnicity. Table 10 shows that half of those surveyed identified themselves as White. Hispanics comprised 20 percent of the sample, Blacks 12 percent, and Asians eight percent. Only 83 percent of employees stated their household income. Forty-nine percent of those who answered have a household income of at least \$35,000 per year (see Table 11). Thirty-three percent reported a household income of less than \$35,000 per year.

With respect to income, for respondents earning less than \$25,000, the percentage of bus riders versus non-bus riders was similar, although those falling under \$10,000 a year tended to be bus riders. For those respondents earning more than \$25,000 a year, the trend reversed with significantly less respondents riding the bus as the income per year increased.

Half of the respondents under the age of 21 ride the bus at least twice a week. This is the only age group in which the percentage of respondents riding the bus at least twice weekly was greater than the percentage of those who do not. Minorities (including Blacks, Native Americans, Hispanics, Asians, and others) ride the bus at least twice weekly with much greater frequency than do Whites. Approximately two-thirds of all respondents are in a high service area. The greatest share of respondents, just under 18 percent of them, live in the City of Los Angeles.

TABLE 8  
GENDER OF BUS RIDERS AND NON-BUS RIDERS

BUS RIDER	MALE		FEMALE	
	Count	Percentage	Count	Percentage
YES	186	12%	308	19%
NO	417	26%	682	43%
TOTAL	603	38%	990	62%

**TABLE 9**  
**AGE OF BUS RIDERS AND NON-BUS RIDERS**

BUS RIDER	UNDER	18-21	22-29	30-39	40-49	50-59	60+
	18						
YES	2	34	100	138	111	74	35
NO	0	31	210	329	288	183	58
TOTAL RESPONSES	2	65	310	467	399	257	93

**TABLE 10**  
**ETHNICITY OF BUS RIDERS AND NON-BUS RIDERS**

ETHNICITY	BUS RIDER		NON-BUS RIDER		TOTAL	
	Count	Percentage	Count	Percentage	Count	Percentage
WHITE	147	9%	679	43%	826	53%
BLACK	92	6%	105	7%	197	13%
AM IND	7	**	10	**	17	1%
HISPANIC	159	10%	169	11%	328	21%
ASIAN	60	4%	76	5%	136	9%
OTHER	21	1%	34	2%	55	3%

\*\* Less than 1%

TABLE 11

## HOUSEHOLD INCOME OF BUS RIDERS AND NON-BUS RIDERS

INCOME	BUS RIDER		NON-BUS RIDER		TOTAL	
LESS THAN \$5,000	16	1%	5	**	21	1%
\$5,000- \$9,999	29	2%	7	**	36	3%
\$10,000- \$14,999	43	3%	25	2%	68	5%
\$15,000- \$19,999	58	4%	51	4%	109	8%
\$20,000- \$24,999	63	5%	65	5%	128	9%
\$25,000- \$34,999	54	4%	141	10%	195	14%
\$35,000- \$49,999	71	5%	220	16%	291	21%
\$50,000- \$74,999	67	5%	222	16%	289	21%
\$75,000 OR MORE	31	2%	203	15%	234	17%

\*\* Less than 1%

Thirty-one percent of those surveyed said that they take the bus to work at least twice a week; slightly more than 20 percent of those surveyed said that they take the bus five days a week. Of the 31 percent, almost half work for large businesses in high service areas. In high service areas respondents were much more likely to take the bus at least twice a week (and to use an RTD bus pass) regardless of the size of their employer.

Slightly more than 70 percent of the respondents reside near an RTD bus stop. Of those who reported that they live near a bus stop, slightly more than 41 percent live within a five-minute walk of the stop. Sixty percent live within a ten-minute walk of the stop.

## **RTD Services**

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### **Service to Employers**

The senior managers were asked to rank the most important areas where RTD could provide better service to their companies (see Table 12). The most important services requested from the managers were more frequent bus service and providing companies with information and bus schedules to display on company premises (both listed as needed services by more than half of the survey respondents). Other top choices for additional services were 1) service from other areas, 2) more express bus service, and 3) earlier morning service.

In addition, employers indicated that providing providing later P.M. service and providing premium employee service would be helpful. Making RTD bus passes available for sale on site, more limited-stop service, and more public relations of RTD were also listed as being important.

Employers indicated less interest in longer express bus hours and RTD staff visits to the company.

When given the opportunity to suggest other ways RTD could serve their companies, more than half of all the managers offered no recommendations. The most common response (18 percent) was the suggestion that more direct service be offered.

In terms of encouraging bus ridership the survey of employers indicated:

- Nearly two-thirds were "very interested" in providing information such as bus schedules, maps, brochures and newsletter articles to employees.
- Firms were split over the issues of "active assistance" (e.g. conducting meetings for bus riding or developing individual schedules) and "active involvement" (e.g. selling and/or subsidizing bus passes on site, offering prizes/awards for bus riding). Slightly more than half of the firms indicated they were interested/very interested, while slightly less than half stated that they were not interested. Firms in high service areas were more likely to be "very interested" in both active assistance and active involvement than were firms in low service areas.
- Nearly half of the firms reported that they **would not** consider flexible work hours as a means of adjusting their work schedules to bus schedules and other ridesharing options. However, more than one-third reported that they already had flexible work hours. Thirteen percent of the firms said that they did not have flexible work hours and would consider initiating them. Firms located in the low service areas were significantly more likely to not have flexible work hours.



TABLE 12

EMPLOYERS' PERCEPTIONS OF THE IMPORTANCE OF  
VARIOUS SERVICES THAT COULD BE OFFERED BY RTD

RTD SERVICE CHARACTERISTIC	NOT AT ALL IMPORTANT			VERY IMPORTANT	MISSING
	1	2	3		
Provide Company with Information	8	11	29	54	2
More Frequent Bus Service	6	15	23	55	5
More Express Bus Service	7	14	32	43	8
Provide Service From Other Areas	9	17	33	38	7
Earlier A.M. Service	14	19	25	40	6
Later P.M. Service	14	22	27	36	5
Provide Premium Employee Service	9	26	25	38	6
Bus Passes Available for Sale	12	27	34	28	3
More Limited-Stop Service	10	25	39	22	8
More PR of RTD	8	32	34	27	3
Longer Express Bus Hours	9	24	28	31	12
RTD Staff to Visit Company	17	29	32	22	4

- Over half of the surveyed firms stated that they were currently operating with staggered work hours. While another one-third said that they would not consider using this approach to increasing bus ridership, 13 percent felt that it was worth consideration.
- More than two-thirds of those questioned indicated that they would not consider compressed work weeks. The remaining firms were split between already having compressed work weeks and being willing to consider compressed work weeks as an alternative to current work schedules.

## **Service to Employees**

Employees were asked to rank the most important areas where RTD could provide better service (Table 13). As was the case with the employers, the most requested service from employees was more frequent bus service, listed as the most needed service by almost 72 percent of the respondents. The next two most needed services representing 65 and 62 percent of the respondents each, were more express bus service and provision of a premium, customized bus service to work.

Having bus passes available for purchase at the worksite, displaying bus information and schedules at the worksite, longer service hours for express service, running buses earlier in the morning and later in the evening, and more limited stop service were also mentioned as needed services by slightly more than one-half of the respondents. Employees were considerably less interested in more public promotions of RTD services or RTD staff visits to the company to promote bus riding.

When asked to review the list of items and select the three most important aspects of bus service, the items were more frequent bus service, selected by 772 respondents, followed by more express service, selected by 467 respondents and running buses earlier selected by 355 respondents.

Analyses of employees were also broken down by size of company and level of service area. While somewhat more employees in large companies, as compared to medium- and small-size companies, rated these items as very important or important, it is interesting to note that across all size categories, employees in high service areas rated these items as considerably more important than employees in low service areas.

When given the opportunity to suggest other ways RTD could serve them better, almost two-thirds (63 percent) offered no recommendations. As was the case with the employers, the most common response (6.2 percent) was the suggestion that more direct service to work be offered, followed by cleaning/upgrading vehicles (6 percent).

Employees were also asked a parallel question to employees regarding the ways the company could encourage bus ridership. Nearly two-thirds (61 percent) felt it was very important or important for the company to provide information, such as bus schedules, maps, brochures and newsletters.

Employees were split over the question of "active involvement" (e.g. selling and/or subsidizing bus passes on site, offering prizes/awards for bus riding, etc.). Slightly more employees (48 percent) felt it was very important or important, while 44 percent felt it was not important.

Employees were less interested in employers' providing "active assistance". Over half (52 percent) felt it was not important, compared to about 40 percent who felt it was important.

TABLE 13

**EMPLOYEES RESPONDING VERY IMPORTANT  
AND IMPORTANT TO VARIOUS IMPROVEMENTS IN BUS SERVICE**

ITEMS	NUMBER	PERCENT
More frequent bus service	1192	72%
More express bus service	1078	65
A premium, customized bus service to work	1033	62
Bus passes available to buy on company premises	946	57
Bus information and schedules displayed on company premises	935	56
Longer service hours for express service	935	56
Buses to run earlier in the morning	923	55
Buses to run later in the evening	898	54
More limited-stop service	881	53
More public promotion of RTD services	597	36
RTD staff person visit the company	561	34

### Rating RTD Services

#### Employer Perceptions

Employers were queried as to their perceptions of RTD services. While nearly one in five reported that the service was "good", nearly half (45 percent) stated that it was "average". A quarter indicated that the service was "below average" or "poor". Only one percent of the surveyed managers reported that the service was "excellent".

When asked to compare RTD services with other municipal bus lines, more than half (56 percent) stated that they did not know how RTD compared to other local providers. However, nearly one-in-five reported that RTD was "somewhat worse" than the other lines.

Employers are frequently unaware of the level of express and limited-stop service. More than 40 percent reported that they "do not know" whether RTD's performance is acceptable in these areas. However, nearly half (49 percent) of those who were familiar with the service stated that RTD ran acceptable local services (with 30 percent disagreeing/strongly disagreeing with that position).

When asked if RTD was an option their employees use for commuting, nearly six out of ten employers reported that this was the case. Conversely, nearly 40 percent did not see RTD as an option for employee commuting.

Additional findings from this section of the employers' questionnaire include:

- Some 70 percent of firms believe that RTD provides safe service to its riders.
- Although 26 percent of the employers stated they "did not know" if RTD provided adequate brochures and timetables, 50 percent believed RTD's materials were adequate.
- One-third of the surveyed employers stated that RTD provided satisfactory customer telephone information. However, one-quarter reported that the service was not adequate. The greatest percentage (40 percent) "did not know".

### **Employee Perceptions**

Employees were asked a series of statements about their satisfaction with several aspects of RTD service and their overall rating of RTD. The aspects of service included RTD's express service, limited-stop service, local service, customer information, safety, provision of brochures and timetables of service for commuters. While at least one-third of the employees responded "Don't Know", and approximately another one-third of employees tended to be less satisfied with these aspects of RTD's service, overall, more employees rated RTD service average or above (40 percent) compared to those who gave a rating of below average or poor (30 percent). In addition, when respondents were broken out by bus users versus non-users, the negative perceptions were more likely to be held by the non-users.

Most employees (60 percent) responded "Don't Know" when asked to compare RTD to other local providers. Of the rest, employees were about evenly split between those who felt RTD was the same or better and those who felt it was somewhat worse or worse.

## Sources of Information About RTD

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### Employer Responses

In terms of the information sources reporting on RTD, additional survey results include:

- More than four in five employers had read stories about RTD in newspapers during the past year. More than 90 percent of those reading print articles read them in the Los Angeles Times.
- Other print sources on RTD were read considerably less than the Times. These include: community papers (17 percent of those reading newspapers); Los Angeles Herald Examiner (15 percent); Daily News (10 percent); and all other papers (9 percent).
- When asked whether the print stories are true, more than half reported "yes", with nearly another one-quarter stating that the articles were "partly" true. Less than ten percent felt that the stories were inaccurate.
- In terms of hearing stories about RTD, nearly 70 percent of the senior managers had heard RTD stories. More than half (56 percent) of this group had heard stories about RTD in television news/editorials, while 31 percent had heard radio news/editorials. More than one-third of this group had heard RTD stories from their employees. More than one-quarter (27 percent) had heard from other sources.
- Nearly three-quarters (72 percent) believed the RTD stories they had heard to be true. Less than six percent reported that they believed the stories they heard were not true.

In terms of obtaining information about RTD services, employers reported that the two primary sources were telephone/customer information (33 percent) and RTD headquarters, contacted directly by telephone (29 percent). Regional bus guides, pass outlets, RTD bulletins, printed timetables, and employees themselves when combined accounted for less than 20 percent of the responses.

When asked how RTD could provide information better to their companies, senior managers reported: individualized literature (41 percent) and corporate representative network (10 percent). One-third of those surveyed mentioned nothing.

### Employee Responses

Most employees had read stories about RTD in the newspaper and, as for the employee survey, the Los Angeles Times was the most read paper (77 percent) followed by the Los Angeles Herald Examiner (23 percent) and Daily News (17 percent). Community newspapers only accounted for 10 percent. With respect to the accuracy of the stories, 53 percent felt they were accurate, 23 percent felt they were partly accurate, 21 percent were not sure, and three percent felt the stories were not accurate.

Employees were also asked if they had heard stories about RTD within the past year. Sixty percent of the employees said that they had heard stories from the following sources:

Television	-	60 percent
Radio News	-	44 percent
Colleagues	-	35 percent

Eighty percent felt the stories were accurate or partly accurate, another 14 percent were not sure and 2 percent felt they were inaccurate.

Table 14 shows the responses employees gave concerning where they found out about RTD services. The most used sources were telephones/customer information, used by one-third of the respondents, followed closely by calling RTD headquarters, printed timetables and relatives and friends.

**TABLE 14**  
**PERCENTAGE OF EMPLOYEES USING VARIOUS SOURCES TO GET**  
**INFORMATION ABOUT RTD SERVICES IN RANK ORDER**

SOURCE OF INFORMATION	RESPONDENTS REPORTING USE	
	NUMBER	PERCENT
Telephone/Customer Information	545	33%
Call RTD Headquarters	445	27
Printed Timetables	405	24
Relatives/Friends	352	21
Other Employees	212	13
Regional Bus Guides	133	8
Other Means	133	8
Pass Outlets	98	6

When asked what better ways RTD could provide information to employees, only 339 offered suggestions. The most frequently mentioned suggestion was providing individualized information,

offered by 123 respondents, followed by the need to expand promotions (suggested by 84) and to add more operators (suggested by 83).

## **General Conditions in the Region**

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### **Employer Comments**

The senior managers were asked to comment on general conditions in the region and the business climate in Southern California. Over 80 percent of all employers noted that traffic congestion is a problem affecting their companies. Over 60 percent of the employers noted that the availability of affordable housing and the air quality in the L.A. Basin were problems; and nearly 50 percent felt that the availability of bus service was a problem for their firms.

Nearly 90 percent of the firms rated the traffic congestion during peak hours near their companies as moderate to severe. More than half of the employers rated the traffic in their area today as about the same or worse compared to the traffic in other area business centers. Although less than one-third of the high service area employers rated traffic in their area better today, more than half of the low service area employers viewed traffic in their area as better. More significant, fully 80 percent of the employers expect traffic conditions in five years to be worse than today's traffic conditions. In addition, a greater proportion of large-size firms expect traffic conditions in five years to be worse compared to the small and medium-size firms.

In terms of traffic conditions and the business climate, the survey of employers indicated:

- Nearly two-thirds believe that traffic affects employee absenteeism and the delivery of products, and over half of the employers believe that traffic conditions have affected employee health claims. Moreover, nearly 60 percent of the firms agreed that traffic conditions cause employees to be late to work too often.
- Over 90 percent of the firms felt that not only would better transit service improve the business climate in Los Angeles, but also that it is in the self-interest of business to improve air quality and reduce traffic congestion. Moreover, 88 percent of the employers agreed that they have a responsibility to help reduce traffic problems in the area, and only 40 percent of the firms believed that attempting to solve transportation problems interferes with the main purpose of business. In addition, over 80 percent of the firms agreed that the quality of life in Los Angeles would be enhanced by improving the bus system and by building a rapid transit system.
- Only eight percent of the employers would consider relocating if traffic conditions became much worse, although a greater proportion of small-size firms would consider relocating compared to the medium and large-size firms.

## Employee Comments

Over one-half (62 percent) of all responding employees agreed that traffic conditions in the area have caused them stress and/or have hurt their health, and furthermore 58 percent felt that their productivity at work was negatively affected. The majority (86 percent) did not feel that traffic conditions have attributed to their absences from work. However, according to 45 percent of the surveyed employees, traffic conditions in the Los Angeles area have contributed to tardiness at work. Of these, over half (64 percent) were non-bus riders (those riding the bus less than twice a week.)

The great majority of respondents see increased bus usage as a viable means to decrease traffic jams (84 percent), help clean the air (74 percent), and reduce the stress of driving to work (79 percent). Despite these positive impacts for Los Angeles, non-bus riders were much less likely than bus riders to believe that improved bus service would make their personal commute to and from work easier.

Bus riders and non-bus riders alike agreed that improving the bus system in Los Angeles, and building a rapid transit system in Los Angeles are improvements which would enhance the quality of life in the area.

In regards to transportation in Los Angeles in the future, well over one-half of those surveyed believed funding should be directed to improving bus service and building rail service rather than building more highways and freeways in Los Angeles.

## Parking

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Senior managers participating in the survey were asked to discuss the availability of parking at their companies.

- Nearly three-quarters (73 percent) reported that their firm owns a parking lot. Less than one-quarter (22 percent) stated that their company leased a fixed number of parking spaces. Only eleven percent of the firms leased a variable number of spaces.
- Nearly nine-out-of-ten firms report that they provide on-site parking for employees.
- Four-out-of-five companies provide free parking for their employees, with another 12 percent supplying reduced-cost parking. Thus at only eight percent of firms does the employee pay the full cost of parking.
- In terms of parking shortages, companies did not indicate that this was a major concern. More than half reported that neither employees (59 percent) nor visitors (56 percent) experienced parking shortages. Slightly more than one-quarter of the firms said it was an occasional problem for both employees and visitors. While 14 percent expressed that it was a frequent situation for both groups.



## Regulations and Ordinances

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### **Employers' Perceptions**

The senior managers were asked to comment on the regulations and ordinances intended to reduce traffic congestion and improve air quality. Two-thirds of the senior managers indicated that they have established smog alert strategies under AQMD Regulation VII, and nearly three-quarters of the senior managers are developing an AQMD Regulation XV plan. However, while nearly 90 percent of the large-size employers had established strategies for AQMD Regulation VII and XV, just over 50 percent of the medium and small size firms had established such strategies, reflecting the fact that some of the small firms are too small to be covered by the Regulations, and that many of the medium-size firms have not yet been noticed by AQMD under Regulation XV and were too small to be covered under Regulation VII.

In terms of the various ordinances and regulations, the survey of employers indicated:

- Over two-thirds of the employers agreed that Regulation XV will reduce air pollution, reduce traffic congestion, and encourage ridesharing. However, over three-quarters of the employers believed that Regulation XV would **not** affect the way their company does business, their company location, their ability to hire employees, or their profitability.
- Firms were split on whether the Los Angeles City Ordinance requiring bus pass subsidies for employees would reduce air pollution, encourage public transit, or reduce traffic congestion. However, the majority of employers indicated that the Los Angeles City Ordinance will **not** affect the way their company does business, their company location, their ability to hire employees, or their profitability.
- Nearly three-quarters of the employers are aware of the Regional Plan for rail projects in the region. Over 60 percent of the employers indicated that the Metro and Light Rail projects currently being planned and constructed in the County will reduce air pollution, encourage public transit use, and reduce traffic congestion. Yet in keeping with the perception of the Los Angeles City Ordinance, senior managers felt that the Metro and Light Rail Projects will **not** affect the way their company does business, their company location, their ability to hire employees, or their profitability.

Of those companies affected by the Los Angeles City Ordinance, only 34 percent are making plans to provide such subsidies. While over half of the large-size employers are making plans to provide the subsidies, only one-third of the small and medium-size employers are making such plans. One-third of the senior managers believed that none of their employees would take advantage of the bus pass subsidy, and only 15 percent of the firms indicated that more than 20 percent of their employees would use the subsidy.

Very few employers felt that anything could be done to encourage more employees to take advantage of the bus pass subsidy. Fifteen percent said that better information on bus services would be an encouragement, nearly ten percent said that more routes would be encouraging, and less than six percent said that lower fares, longer service hours, more express buses, more frequent local service, more modern buses or more reserved lanes for buses would be helpful.

Firms were asked to state which, if any, incentives, would increase employee transit ridership for Regulations VII, XV, and the Bus Pass Subsidy Program. Interestingly, responses were not similar.

In regards to the AQMD Regulations, 48 percent of the employers indicated that more routes would encourage employees to ride the bus. Other suggestions included lowering fares, longer service hours, more express bus service and better information about RTD services.

In terms of possible regulations and ordinances, the survey of employers indicated:

- Nearly 80 percent of employers indicated that banning trucks from peak traffic periods would be a way to control traffic congestion and air pollution. In addition, 64 percent of the senior managers supported requiring the implementation of variable work hours to control traffic, and 60 percent believed that extending bus pass subsidy requirements beyond the City of Los Angeles would be effective. The firms were split on the effectiveness of extending ridesharing regulations and bus pass subsidy requirements to smaller companies. Overall, a greater percentage of the small-size firms believed that the possible regulations and ordinances would be effective compared to the medium- and large-size firms.
- Most of the firms opposed highway tolls, congestion tolls, a business tax, a parking surcharge, or an additional 1/2-cent increase in the sales tax as means to provide additional funds for transit development. In particular, over 86 percent of the small size firms opposed the business tax compared to 66 percent of the large size firms, and a greater proportion of the low service area employers opposed the business tax and parking surcharge compared to the high service area employers. Only 56 percent of the employers supported a diversion of the gas tax to provide additional transit funds. Of the 85 percent who responded to the question of an additional 1/2-cent increase in sales tax, 65 percent were opposed. Large firms were slightly more likely to support the tax (14 percent) than were the medium (nine percent) and the small firms (12 percent).

### **Employees' Perceptions**

Fifty-nine percent of the responding employees stated they either were not aware or weren't sure if they had heard of Regulation XV, levied by the Air Quality Management District. Among the 39 percent who were familiar with Regulation XV, the majority believed the regulation would clean up the air, result in more people sharing rides, and cut traffic jams. Roughly one-half stated that Regulation XV would make life in Los Angeles more pleasant, and make commuting easier.

Even fewer employees were familiar with the Los Angeles City Ordinance pertaining to bus subsidies; 86 percent stated they were not aware or were not sure if they had been informed of the ordinance. Employees from large firms within high service areas were most likely to be familiar with the ordinance.

In contrast, 60 percent of employees surveyed were knowledgeable of Metro and Light Rail Projects currently being planned and constructed in the County. Among these respondents, approximately 78 percent believed that the rail projects will result in less traffic jams, 65 percent believed they would result in cleaner air and more public transit use by workers, and roughly 67 percent agreed that rail projects will enhance life in Los Angeles and make commuting easier.

Lastly, employees were asked to state which incentives would encourage them to take advantage of the bus pass subsidy. The majority perceived lower fares to be the best incentive, followed by more express buses, and more routes. Among employees from large firms located within high service areas 70 percent considered lower fares to be a strong incentive, and 50 percent were interested in more express buses.

**MTA LIBRARY**

## CONCLUSIONS AND RECOMMENDATIONS

The following section presents conclusions derived from the data analysis, followed by recommendations pertaining to marketing activities for the Southern California Rapid Transit District.

### General Conditions in the Region

- o Employers strongly support the concept of public transit, and believe that if public transit in Los Angeles is improved, the business climate will concurrently improve. However, employers are hesitant to alter their behavior or actively encourage bus-ridership among their employees who are not bus riders.

**SCRTD must recognize the difference between informing the public about the concept of mass transit, and motivating behavioral changes.**

**Materials, campaigns, communications, etc. should be geared specifically to either one or the other, but should not mix messages. Currently the greater need is for motivating behavioral change.**

*Example 250  
from  
here  
again*

- o Employees, like many employers, are very supportive of the concept of bus ridership as a means to improve traffic conditions, air quality, and the quality of life in Los Angeles, but again, not to the extent that their driving behaviors have changed.

**SCRTD should gear all programs, materials, campaigns, etc., to change behavior by encouraging drivers to become bus riders.**

- o Employers agree that conditions in the Los Angeles Basin and in their area of business are becoming increasingly severe and are a problem which affects their companies. Employers' concern with employee absenteeism, employee tardiness, and health claims provides RTD an opportunity to offer its transit service as a cost effective means of addressing these financial liabilities.

*Should  
Include*

**Marketing pieces directed to employers should address the financial costs of employee absenteeism, tardiness, and traffic/stress related health claims, offering its transit services as a cost effective solution to these liabilities.**

*One Pass?*

- o Employers are looking with high expectation to future light rail and metro rail projects and other rapid transit projects to serve L.A.'s transportation needs.

**SCRTD's involvement in the development of Metro and light rail projects should be further promoted to the public, in order to strongly communicate that the District is part of the solution to Los Angeles' transportation crisis.**

*Neighborhood  
Car. Pass*

### RTD Services

- o Employees who are exposed to SCRTD through ridership have more positive feelings toward the bus system than those who are not bus riders. Individuals who do not ride the bus are more likely to have no opinion, or to have negative opinions regarding the bus system.

SCRTD should implement a three-pronged approach to increasing bus ridership among employees: 1) build on the positive opinions of the bus riders, 2) address the negative perceptions of non-bus riders, and 3) establish an information base for those non-riders who "don't know" about SCRTD's services. — 800 #

The foundation for a marketing program should include: what current riders like about riding the bus; how non-bus riders' negative perceptions can be addressed; and what uninformed non-riders need to know about SCRTD services. —

- o Currently, most employers' overall perception of SCRTD's bus service is "average", and many employers are split in regards to their perceptions of SCRTD's safety and informational pieces. The high number of "don't know" responses further indicates the need to increase employers' awareness of SCRTD services, and generate support among those employers who have not yet developed a firm opinion of SCRTD as a good transportation option.

Distribution of printed communications with Los Angeles area employers should be significantly increased. Information should include specific services offered to geographical regions.

- o Employers are concerned that public transit may not be provided when their employees need it most. Employers are looking to SCRTD to provide more frequent bus service, more express bus service, and more early morning bus service.

SCRTD should systematically identify the peak hours for transit demand and the geographic areas demanding more service, in order to increase service to areas based on need. Secondly, SCRTD should increase bus service according to the peak hour demand, either by splitting existing shifts to meet the demand or by expanding bus service.

- o Similarly to their employers, employees desire more frequent bus service, more express services, and customized service, which suggests that current services are not meeting the changing commuting needs of employees in the area.

SCRTD should consider scheduling additional routes, express bus service, and provision of customized bus services for commuters.

- o The majority of employers, especially those from low service areas, are not fully aware of the variety of services provided by SCRTD. Employers need more information about the services which SCRTD provides to Los Angeles, including express and limited-stop service.

SCRTD should increase personal contact with Los Angeles employers (telephone calls and site visits). SCRTD representatives should provide information requested by the individual employers which will motivate employers to change their transit-riding behavior.

- o Employees perceive lack of awareness and information to be a major factor contributing to low bus ridership. They are interested in having bus information displayed at their worksite, more brochures, and newsletters.

TRIP

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Research Program  
F 41

Planning

The district should develop and distribute materials targeted to specific employers, with information tailored to their geographical regions and their unique transportation needs (e.g. connections to the downtown business district, to Century City, to Alhambra/Pasadena, to the South Bay, to LAX area, etc.)

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SCRTD, in cooperation with employers, should provide information to interested firms (e.g. as an insert in employee pay-checks).

Regional information maps of frequently traveled routes and destinations, and connections required to reach popular locations, should be posted at larger bus stops and in the plexi-glass bus shelters.

- o Employees stated that they are finding out specific information about SCRTD services by calling the District. Therefore, in order to serve customers who are unfamiliar with the transit system, customer service should be geared to handling inquiries from persons who may be wary or hesitant to use public transit.

Customer service should be upgraded to handle a higher volume of calls with less of a waiting period.

### Sources of Information About RTD

- o For both employers and employees, the Los Angeles Times, and to a lesser extent the Los Angeles Herald Examiner and the Daily News, serve as major informational vehicles, and greatly impact perceptions of RTD. More than half of the employers had heard about RTD in television news editorials and another third had heard about RTD on radio news. Moreover, a high percentage of employees and employers believed the stories they had heard/read were accurate.

SCRTD should launch a public relations program geared to providing accurate and prompt information, specifically targeted to the Los Angeles Times and other newspapers and television broadcasts.

SCRTD should make greater use of electronic media to reach audiences.

Furthermore this public relations effort should stress accurate information rather than high visibility promotional releases in order to establish SCRTD as a credible information source with the media.

Top management needs to create this base of credibility.

### Regulations and Ordinances

- o Although employers feel it is in the self interest of business to improve air quality and reduce traffic congestion, and feel businesses have a responsibility to help reduce traffic problems in the area, only large firms in high service areas are willing to do more than provide information and publications.

SCRTD should identify large firms in high service areas and conduct one-on-one meetings with senior managers to develop promotional programs which will be

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effective with the particular firm's employees (e.g. selling/subsidizing bus passes on site, offering prizes/awards for bus riding, etc.)

- o Unlike large firms, which for the most part have implemented Regulations VII and XV plans for the South Coast Air Quality Management District and are planning to offer the bus subsidy as stipulated in the Los Angeles City Ordinance, medium and small firms are less likely to have implemented plans to address these regulations and ordinances. Increased bus ridership is an integral factor for firms developing and implementing Regulation VII and XV plans, and more and more firms will be looking to SCRTD for information as to how their employees could access bus service, and how increased bus ridership will affect their firm.

SCRTD should 1) identify the firms subject to area regulations and ordinances; 2) provide information to these firms detailing the District's benefits to the business community, routes, times, and customer services; and 3) meet personally with interested firms to develop individualized service programs, thus increasing personal contact, and providing a service to employers who may influence greater numbers of non-bus riders to use public transit. *Some what*

SCRTD should target its immediate efforts to large firms, and future efforts to medium and small size firms, which the data show have a lower probability for implementing transportation plans or a bus pass subsidy program thus far. ✓

- o The lack of awareness of the Los Angeles City Bus Pass Subsidy Ordinance may curb the rate of participation in transportation programs among employees. Employees need more information on how to receive their subsidies in order to use public transit.

SCRTD should integrate information related to the bus pass subsidy program into their marketing pieces and brochures in order to inform employees of the incentives and opportunities these programs present. ✓

- o In regards to implementing variable work hours to control traffic, employers are very supportive of the concept, while resistant to actual program implementation. Employers who do not currently utilize flexible work hours are resistant to altering their current work hours, and would prefer bus scheduling to meet their company schedules.

Efforts to influence employers to alter their current work schedules will most likely not be effective. !!!

- o Despite their support for mass transit projects, employers do not support tolls, business taxes, increased sales taxes etc. to raise funds for these projects. Of these financial options, employers supported a diversion of the gas tax over any other option, and were most strongly opposed to business taxes and parking surcharges.

In looking to future avenues for mass transit funding, SCRTD efforts should be directed to programs which divert gas taxes to support transportation projects.

## Parking

- o The high availability of parking at the majority of firms surveyed serves as an incentive for employers to utilize a percentage of spaces for other purposes, thus decreasing their parking

costs (including maintenance, security, and monthly fees) and encouraging employees to use public transit.

**SCRTD should provide employers with a variety of suggestions for using parking spaces for additional company purposes to decrease employee use of company parking and encourage employees to utilize public transit (e.g., allocating more visitor parking, designating parking closer to building for ridesharing).**



**APPENDIX A:**

**Senior Management Survey with  
Telephone Contact Sheet**

# RTD SURVEY OF CORPORATE MANAGERS

Sample No. : \_\_\_\_\_ I.D. Number: \_\_\_\_\_

Company Name: \_\_\_\_\_ Date/Time: \_\_\_\_\_

C.E.O. Name: \_\_\_\_\_ Title: \_\_\_\_\_

SIC Code: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Source Receptor Area No. \_\_\_\_\_ AVR Goal:  1.75  1.5  1.3

Purpose of the study: The primary purpose of this study is to help the Southern California Rapid Transit District (RTD) provide better bus service to employers and employees within their service area. This interview will help us obtain information we need about your company, your perceptions of RTD service, and other issues that will help RTD improve present services and plan new programs.

Format of this interview: I have a list of questions that should take about 45 minutes to complete. After we finish, I'd be happy to discuss any of the issues covered and answer any questions you have. If you'd like me to clarify any specific terms used in the survey, please let me know as we go.

## A. COMPANY AND PERSONAL INFORMATION

First, I have some questions about your company and yourself.

- A1. (Verify title): You are \_\_\_\_\_
- A2. How long have you been with the company? \_\_\_ years \_\_\_ months
- A3. And in this position? \_\_\_ years \_\_\_ months
- A4. How long has your company been at this location?  
\_\_\_ years \_\_\_ months  Don't Know
- A5. What is your company's principal type of business at this worksite? (Wait for response. Read list *ONLY* if necessary.)
- |  |  |
|--|--|
| <input type="checkbox"/> Contracting (Construction, etc)               | <input type="checkbox"/> Finance, Insurance, Real Estate               |
| <input type="checkbox"/> Manufacturing                                 | <input type="checkbox"/> Services (Hotel, etc)                         |
| <input type="checkbox"/> Transportation, Electric, Communications, Gas | <input type="checkbox"/> Professional services (Legal, Health, etc)    |
| <input type="checkbox"/> Whole sale/Retail Trade                       | <input type="checkbox"/> Public Administration (Government Activities) |
| <input type="checkbox"/> Other   |  |
- A6. a. How many permanent employees, both full and part time, work at this site? \_\_\_\_\_
- b. How many of those employees are full-time? \_\_\_\_\_
- c. And how many are part-time? \_\_\_\_\_

A7. a. Do you know the approximate distances or range of distances your employees travel to get to work each day?

Yes                       No (GO TO QUESTION A8)

b. IF YES, please tell me about what percentage of your employees commute each of the following distances each day: (Make sure these add to 100%.)

0 - 5 miles \_\_\_%    6 - 10 \_\_\_%            11 - 20 \_\_\_%            21 or more \_\_\_%

A8. What are the major areas where your employees live and is there bus service from these areas to near your company's location?

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
1.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	_____ Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A9. a. Is there an RTD bus stop near your company?

Yes                       No                       Don't Know

(IF NO OR DONT KNOW GO TO QUESTION B1)

b. IF YES, how long does it take to walk from the building to the nearest bus stop?

0 - 2 minutes     3 - 5 mins.             6 - 10 mins.             More than 10 mins.

**B. INCREASING EMPLOYEE USE OF RTD SERVICE**

*In the next few questions I would like to ask you about ways in which RTD bus service could be improved for your employees, so that more of them might ride the bus.*

B1. How can RTD provide better service to your company? Please rate the importance of the following items with respect to your company's employees:

	<u>Not at All</u>			<u>Very</u>
	<u>Important</u>			<u>Important</u>
a. More frequent bus service	1	2	3	4
b. Buses running earlier in the morning	1	2	3	4
c. Buses running later in the evening	1	2	3	4
d. More express bus service	1	2	3	4
e. Longer service hours for express service	1	2	3	4
f. More limited-stop service	1	2	3	4
g. Provide company with information and bus schedules to display on company premises	1	2	3	4
h. Have an RTD staff person visit the company to promote bus riding	1	2	3	4
i. Availability of bus passes to sell to employees on company premises	1	2	3	4
j. More public promotions of RTD services	1	2	3	4
k. Provide service from other areas	1	2	3	4
l. Provide a premium, customized bus service for employees	1	2	3	4

B2. Of the items above, which are the three most important ones for your company's employees? I will reread the items for you. *(Reread items a through l.)*

- a.  b.  c.  d.  e.  f.  g.  h.  i.  j.  k.  l.

B3. In what other ways could RTD serve your company's employees better?

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B4. In what ways would your company be willing to encourage riding the bus?

	<u>Not at all</u>			<u>Very</u>
	<u>Interested</u>			<u>Interested</u>
a. Providing information, such as bus schedules, maps, brochures and newsletter articles.	1	2	3	4
b. Active assistance, such as conducting meetings for bus riding, or developing individual schedules	1	2	3	4
c. Active involvement, such as selling and/or subsidizing bus passes on site, offering prizes/awards for bus riding, etc.	1	2	3	4

B5. Has your company adopted, or would it consider adopting any of the following alternative work schedules, to help employees adjust their work schedules to bus schedules, and other ridesharing options.

	<u>Has</u>	<u>Would Consider</u>	
		<u>No</u>	<u>Yes</u>
a. Flexible work hours	[ ]	[ ]	[ ]
b. Staggered work hours	[ ]	[ ]	[ ]
c. Compressed work weeks	[ ]	[ ]	[ ]

**C. PERCEPTIONS OF RTD**

*In the next few questions, I want to ask you about your perceptions of and attitudes towards RTD service.*

C1. The following are some statements that could be made about RTD services. Please tell me if you agree strongly, agree, disagree, or disagree strongly with these statements.

	<u>Strongly Disagree</u>		<u>Strongly Agree</u> <u>Don't Know</u>		
a. RTD runs acceptable express services	1	2	3	4	5
b. RTD runs acceptable limited-stop services	1	2	3	4	5
c. RTD runs acceptable local services	1	2	3	4	5
d. RTD provides efficient customer telephone information	1	2	3	4	5
e. RTD provides adequate brochures, timetables, etc.	1	2	3	4	5
f. RTD service is generally satisfactory	1	2	3	4	5
g. I consider RTD to be a viable source of transportation service	1	2	3	4	5
h. RTD is an option your employees use for commuting	1	2	3	4	5
i. RTD provides safe service to its riders	1	2	3	4	5

C2. Overall, how would you rate RTD services? Would you say it is...

[ ] Excellent      [ ] Good      [ ] Average      [ ] Below average      [ ] Poor  
 (DON'T READ THIS ONE)      [ ] Don't Know

C3. How would you compare RTD to other local providers e.g municipal bus lines (Culver City, Santa Monica, Norwalk, Montebello, Torrance), and other regional lines (OCTD, Omnitrans, Long Beach Transit)? Would you say it is...

[ ] Much better      [ ] Somewhat better      [ ] About the same      [ ] Somewhat worse  
 [ ] Much worse      (DON'T READ THIS ONE)      [ ] Don't Know

C4. a. Have you read stories about RTD in any newspapers within the past year?

Yes  No (GO TO QUESTION C5)

b. IF YES, in what newspaper? (Do NOT read the list.)

Community Newspaper (Daily or weekly/twice weekly)  Los Angeles Times  
 Herald Examiner  Daily News  
 Other \_\_\_\_\_

c. Do you feel that the stories you have read are generally accurate?

Yes  No  Partly  Not Sure

C5. a. Have you heard stories about RTD within the past year, other than what you have read in the newspaper?

Yes  No (GO TO QUESTION C6)

b. IF YES, where? (Please check all that apply -- do NOT read the list, unless absolutely necessary.)

Radio News/Editorials  Television News/Editorials  
 Your employees  Other company/agency managers  
 Other \_\_\_\_\_

c. Do you feel that the stories you have heard are generally accurate?

Yes  No  Partly  Not Sure

C6. How do you obtain information for yourself or your company about RTD services? (Do NOT read the list, unless necessary to get ANY answer.)

Call RTD Headquarters  Printed timetables  
 Telephone/Customer Information  Your employees  
 Regional Bus Guides  Other company/agency managers  
 Pass outlets  
 RTD bulletins/brochures  Other \_\_\_\_\_

C7. What better ways could RTD provide information to your company?

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D5. Now I have some statements about traffic conditions in your area. Please tell me how strongly you agree or disagree with each of them.

	<u>Strongly Disagree</u>			<u>Strongly Agree</u>
a. Traffic conditions in the area around this site affect the delivery of products.	1	2	3	4
b. Traffic conditions in the area make it difficult for clients/customers to get to you.	1	2	3	4
c. Traffic conditions in the area have made an impact on health claims, or stress for your employees.	1	2	3	4
d. Traffic conditions in the area have made your recruitment base too small.	1	2	3	4
e. Traffic conditions in the area have not impacted the productivity of your employees.	1	2	3	4
f. Traffic conditions in the area have affected employee absenteeism.	1	2	3	4
g. Traffic conditions in the area cause employees to be late to work too often.	1	2	3	4

D6. a. If traffic conditions in your area became much worse, would your company likely consider relocating?  
 Yes       No (*GO TO QUESTION D7*)

b. IF YES, where would be the most likely location to which the company would move? (*Do NOT read list unless necessary to get a response.*)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Inland Empire           | <input type="checkbox"/> Orange County | <input type="checkbox"/> Elsewhere in Southern California |
| <input type="checkbox"/> Elsewhere in California | <input type="checkbox"/> Arizona       | <input type="checkbox"/> Nevada                           |
| <input type="checkbox"/> The Northwest U.S.      | <input type="checkbox"/> Other _____   |   |



D7. Next, please tell me if you agree or disagree with each of the following statements.

	<u>Strongly Disagree</u>			<u>Strongly Agree</u>
	1	2	3	4
a. Employers have a responsibility to help reduce traffic problems in this area.				
b. Attempting to solve transportation problems interferes with the main purpose of business.	1	2	3	4
c. It is in the self-interest of business to get directly involved in reducing traffic congestion.	1	2	3	4
d. It is in the self-interest of local business to improve the air quality in the region.	1	2	3	4
e. Increasing the number of employees who commute by bus will reduce traffic congestion.	1	2	3	4
f. Increasing the number of employees who commute by bus will improve air quality.	1	2	3	4
g. Increasing the number of employees who commute by bus will reduce employee stress from driving to work.	1	2	3	4
h. Improving the bus system in Los Angeles would improve the quality of life in Los Angeles.	1	2	3	4
i. Building a rapid transit system in Los Angeles would improve the quality of life in Los Angeles.	1	2	3	4
j. Better transit service would improve the business climate in Los Angeles.	1	2	3	4
k. Investing in transit improvements is preferable to building more highways and freeways in Los Angeles.	1	2	3	4
l. Improving transit service would help your company's ability to hire and keep qualified employees.	1	2	3	4

**E. PARKING**

*Because the availability of parking affects employee attitudes about riding the bus and willingness to ride the bus, we would like some information about parking at your company.*

E1. How does your company provide parking to the majority of your employees? (*Read the list; check all that apply.*)

- Company owns parking lot
- Company leases fixed number of parking spaces
- Company leases variable number of spaces
- Employees must find parking on their own
- Other (*specify*): \_\_\_\_\_

E2. Does your company provide free or reduced-cost parking for employees?

Free       Reduced-cost       No

E3. How would you describe your company's parking situation for each of employees and visitors? For each, would you say there are none, occasional, or frequent parking shortages?

	<u>None</u>	<u>Occasional</u>	<u>Frequent</u>
For employees	[ ]	[ ]	[ ]
For visitors	[ ]	[ ]	[ ]

**F. PERCEPTIONS OF REGULATIONS AND ORDINANCES**

*Various agencies in the Southern California region are enacting regulations and ordinances to require businesses to take various actions that are intended to reduce traffic congestion and improve air quality. I'd like to ask you some questions concerning these regulations and ordinances.*

F1. Has your company established strategies for smog alerts under AQMD Regulation VII?

Yes       No       Not Sure

F2. Regulation XV - The goal of Regulation of XV, also known as the Commuter Program, is to reduce air pollution by reducing the number of morning commute trips.

a. Has your company developed, or is it developing a Transportation Plan as required under Regulation XV?

Yes       No       Not Sure

b. Do you agree or disagree that Regulation XV will achieve or affect the following?

	<u>Strongly Disagree</u>			<u>Strongly Agree</u>
a. Reduce air pollution	1	2	3	4
b. Encourage ridesharing among employees	1	2	3	4
c. Reduce traffic congestion	1	2	3	4
d. Affect the way your company does business	1	2	3	4
e. Affect your location	1	2	3	4
f. Improve your ability to hire and retain employees	1	2	3	4
g. Improve the profitability of being in business	1	2	3	4

F3. Los Angeles City Ordinance - By January 1, 1989, all companies with 100 or more employees who provide employee parking subsidies will be required to pay a \$15 bus subsidy for each employee bus rider.

a. Is your company making plans to provide subsidies for bus passes from January 1?

Yes       No       Not Sure       Not affected by ordinance  
(GO TO QUESTION F4)

b. Do you agree or disagree that the Los Angeles City Ordinance will achieve or affect the following?

		<u>Strongly Disagree</u>			<u>Strongly Agree</u>
a.	Reduce air pollution	1	2	3	4
b.	Encourage bus riding among employees	1	2	3	4
c.	Reduce traffic congestion	1	2	3	4
d.	Affect the way your company does business	1	2	3	4
e.	Affect your location	1	2	3	4
f.	Improve your ability to hire and retain employees	1	2	3	4
g.	Improve the profitability of being in business	1	2	3	4

F4. Metro and Light Rail Projects are currently being planned and constructed in the County.

a. Are you aware of the Regional Plan for rail projects in the region?

Yes       No       Not Sure

b. Do you think that Metro and Light Rail Projects will achieve the following?

		<u>Strongly Disagree</u>			<u>Strongly Agree</u>
a.	Reduce air pollution	1	2	3	4
b.	Encourage public transit use among employees	1	2	3	4
c.	Reduce traffic congestion	1	2	3	4
d.	Affect the way your company does business	1	2	3	4
e.	Affect your location	1	2	3	4
f.	Improve your ability to hire and retain employees	1	2	3	4
g.	Improve the profitability of being in business	1	2	3	4

F5. a. How easy do you think it will be to get more employees to ride the bus under your Regulation XV Transportation Plan? *(Do NOT read list.)*

Very Easy       Easy       Difficult       Very Difficult

b. Why? \_\_\_\_\_  
\_\_\_\_\_

c. What would make it easier? *(Ask without prompting, but then read list if manager cannot provide responses. Check all that apply)*

- |   |   |
|---|---|
| <input type="checkbox"/> Lower fares                  | <input type="checkbox"/> Better information on bus services |
| <input type="checkbox"/> Longer service hours         | <input type="checkbox"/> More frequent local service        |
| <input type="checkbox"/> More routes                  | <input type="checkbox"/> More modern buses                  |
| <input type="checkbox"/> More express buses           | <input type="checkbox"/> More reserved lanes for buses      |
| <input type="checkbox"/> Other <i>(specify)</i> _____ |   |

F6. How many of your employees currently ride the bus to and from work?

Number \_\_\_\_\_ OR Percent \_\_\_\_\_% [ ] Don't know

F7. What percentage of your employees do you expect will take advantage of the bus pass subsidy?

[ ] None [ ] 0 - 1% [ ] 1 - 2% [ ] 2 - 5%  
 [ ] 5 - 10% [ ] 10 - 15% [ ] 15 - 20% [ ] Over 20%

F8. What could be done to encourage more employees to take advantage of the bus pass subsidy?  
*(Ask without prompting, but then read list if manager cannot provide responses. Check all that apply)*

[ ] Same as answer to F5  
 [ ] Lower fares [ ] Better information on bus services  
 [ ] Longer service hours [ ] More frequent local service  
 [ ] More routes [ ] More modern buses  
 [ ] More express buses [ ] More reserved lanes for buses  
 [ ] Other (specify) \_\_\_\_\_

F9. I am going to read you a list of possible regulations and ordinances aimed at controlling traffic congestion and air pollution. For each one, please tell me if you feel it would be very effective, effective, somewhat effective, or not at all effective.

		<u>Not at all</u> <u>Effective</u>		<u>Very</u> <u>Effective</u>	
a.	Banning truck traffic from peak periods	1	2	3	4
b.	Extending ridesharing regulations to smaller companies	1	2	3	4
c.	Extending bus pass subsidy requirements to smaller companies	1	2	3	4
d.	Extending bus pass subsidy requirements beyond the City of Los Angeles	1	2	3	4
e.	Requiring implementation of staggered work hours, flexible work hours, or compressed work weeks	1	2	3	4

F10. How strongly would your company support the following strategies for providing additional funds for transit development and expansion in the region? For each strategy, please tell me how strongly your company would support or oppose it.

		<u>Strongly</u> <u>Oppose</u>		<u>Strongly</u> <u>Support</u>	
a.	An additional 1/2-cent sales tax	1	2	3	4
b.	Diversion of part of the gas tax	1	2	3	4
c.	Highway tolls	1	2	3	4
d.	Congestion tolls, e.g., on downtown	1	2	3	4
e.	A business tax	1	2	3	4
f.	A parking surcharge	1	2	3	4

Thank you for your help in completing this questionnaire. We also have a brief survey which we would like to administer to some of your employees. It asks about your employees' perceptions of and attitudes toward RTD bus service. We would like to administer the survey to all of your employees who regularly ride the bus to work (more than 2 days per week) and to an equal number of those who do not ride the bus.

Would you be willing to allow us to administer this survey?     Yes             No

*(IF NO, GO TO END OF SURVEY)*

We would like to administer the survey to employees gathered in a conference room or similar facility at your company. May we have your permission to do this?

Yes                       No *(GO TO OPTION 2)*

IF YES, who should we contact to coordinate ETI's administration of the employee surveys?

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Date/Time \_\_\_\_\_

Location: \_\_\_\_\_

Number of Employees to be surveyed: \_\_\_\_\_

Are there any special characteristics or language problems for employees that may affect how we conduct the survey?

\_\_\_\_\_

*GO TO END OF SURVEY*

**OPTION 2**

Could you provide us with the work numbers of your selected employees so that ETI personnel may interview them by telephone?

Yes                       No *(GO TO OPTION 3)*

Are there any special characteristics or language problems for employees that may affect how we conduct the survey?

\_\_\_\_\_

*GO TO END OF SURVEY*

**OPTION 3**

Could you provide us with the home numbers of your selected employees so that ETI personnel may interview them by telephone during evenings and weekends?

Yes                       No (*GO TO OPTION 4*)

Are there any special characteristics or language problems for employees that may affect how we conduct the survey?

\_\_\_\_\_

*GO TO END OF SURVEY*

**OPTION 4**

We would like you to designate a responsible person with whom we can coordinate the employee surveys. We plan to drop off the surveys with this person, who will distribute the questionnaire among your employees and collect them for us after three days.

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Date/Time (drop-off) \_\_\_\_\_

Date/Time (pick-up) \_\_\_\_\_

Location: \_\_\_\_\_

Number of surveys needed: \_\_\_\_\_

Are there any special characteristics or language problems for employees that may affect how we conduct the survey?

\_\_\_\_\_

**END OF SURVEY**

Thank you for your help. I would be pleased to answer any questions that you might have.

**RTD SENIOR MANAGEMENT SURVEY**

Sample No: ^F12^

Firm Size: ^F7^

SIC Code: ^F8^

2. Employer survey (by telephone)

Company Name: ^F1^

Telephone Number: ^F6^

Street Address: ^F2^

City: ^F3^

Interviewer: \_\_\_\_\_

Date/Time: Call 1: \_\_\_\_\_

Call 2: \_\_\_\_\_

Call 3: \_\_\_\_\_

Hello, I would like to speak to ^F10^, ^F11^ .

Is he/she available now? [ ] Yes

[ ] No

*IF YES, CONTINUE WITH SCRIPT IF NO, GET CALL-BACK TIME*

Call back date/time: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Hello, my name is \_\_\_\_\_, with the Evaluation and Training Institute. We had an appointment for me to interview you at this time in connection with the study we are doing for RTD. The interview will take about 45 minutes. *(GO TO EMPLOYER SURVEY)*

*IF RESPONDENT INDICATES THAT THIS IS NOT A GOOD TIME TO DO THE INTERVIEW:*

When would be a better time for me to call you back?

Call back date/time: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

RTD SENIOR MANAGEMENT SURVEY

Sample No: ^F12^

Firm Size: ^F7^

SIC Code: ^F8^

1. Employer interview (setting up interview)

Company Name: ^F1^

Telephone Number: ^F6^

Street Address: ^F2^

City: ^F3^

Interviewer: \_\_\_\_\_

Date/Time: Call 1: \_\_\_\_\_

Call 2: \_\_\_\_\_

Call 3: \_\_\_\_\_

Hello, I would like to speak to ^F10^, ^F11^ or to the person who is in charge of having the company develop a Transportation Plan for AQMD.

Name of Person to contact (if different from above): \_\_\_\_\_

Is he/she available now? [ ] Yes [ ] No

IF YES, CONTINUE WITH SCRIPT IF NO, GET CALL-BACK TIME

Call back date/time: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Hello, my name is \_\_\_\_\_, with the Evaluation and Training Institute. We are working with the Southern California Rapid Transit District (RTD) to help them provide better service to employers and employees within their service area, particularly in response to new regulations concerning air quality and congestion. We would like to ask you some questions about your company, your perceptions of RTD, and other issues that will help RTD plan new programs.

I would like to set up a convenient time for an ETI representative to interview you. The interview, which we can conduct by telephone or in your offices, will take about 45 minutes. Would you like me to proceed now with the interview over the telephone?

[ ] Yes (GO TO EMPLOYER SURVEY) [ ] No (CONTINUE)

Would you prefer an interview by telephone or in your office? [ ] Telephone [ ] In Office

When would be a good time for you in the next week or so?

Requested Day: \_\_\_\_\_ Time: \_\_\_\_\_ am/pm

FOR IN-OFFICE INTERVIEW: I would like to confirm your address: (reread from top of form; if different, enter here)

(If employer refuses) Can you refer me to someone who could provide this information?

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Telephone Number: \_\_\_\_\_



**APPENDIX B:**  
**Employee Survey**

# RTD SURVEY OF CORPORATE EMPLOYEES

You have been chosen to take part in this survey about feelings about and attitudes toward the Southern California Rapid Transit District (RTD) bus service. The results of this survey will help RTD to provide better services to you and your company. Please answer all questions as accurately as you can. Your answers are completely confidential and you are not asked to provide either your name or your address. Thank you for your help.

## A. HOW YOU CURRENTLY GET TO WORK

*In the first two questions, we would like to know if you currently use the bus to get to work, and how easy it is for you to use the bus.*

A1.

a. Do you currently ride the bus to work 2 or more days per week? <input type="checkbox"/> Yes <input type="checkbox"/> No (GO TO QUESTION A2)
b. IF YES, how many days per week do you ride the bus? (Please check one) <input type="checkbox"/> 2 days <input type="checkbox"/> 3 days <input type="checkbox"/> 4 days <input type="checkbox"/> 5 days <input type="checkbox"/> 6 days or more
c. Do you currently use an RTD bus pass? <input type="checkbox"/> Yes <input type="checkbox"/> No

A2.

a. Is there a RTD bus stop near your home? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know <i>(IF NO or DONT KNOW GO TO QUESTION B1)</i>
b. IF YES, how long does it take to walk from your home to the nearest bus stop? <input type="checkbox"/> 0-2 minutes <input type="checkbox"/> 3-5 mins. <input type="checkbox"/> 6-10 mins. <input type="checkbox"/> Over 10 mins.

**B. INCREASING USE OF RTD SERVICE**

*In the next few questions, we would like to know how RTD bus service could be improved, to make service more attractive to people like you.*

**B1.**

**In what ways could your company encourage you to ride the bus? Please tell us how important each of the following would be in encouraging you to ride the bus more often, or to keep riding the bus. (Please circle the number for each item.)**

		<u>Very Important</u>		<u>Not at all Important</u>	
		1	2	3	4
a.	Providing information, such as bus schedules, maps, brochures, and newsletter articles.	1	2	3	4
b.	Active assistance, such as conducting meetings for bus riding, developing individual schedules	1	2	3	4
c.	Active involvement, such as selling and/or subsidizing bus passes on site, offering prizes/awards for bus riding, etc.	1	2	3	4

**B2.**

**How can RTD provide better service to you? Please tell us how important each of the following items are to you. (Please circle the appropriate number.)**

		<u>Very Important</u>		<u>Not at all Important</u>	
		1	2	3	4
a.	More frequent bus service	1	2	3	4
b.	Buses to run earlier in the morning	1	2	3	4
c.	Buses to run later in the evening	1	2	3	4
d.	More express bus service	1	2	3	4
e.	Longer service hours for express service	1	2	3	4
f.	More limited-stop service	1	2	3	4
g.	Bus information and schedules displayed on company premises	1	2	3	4
h.	Have an RTD staff person visit the company to promote bus riding	1	2	3	4
i.	Bus passes available to buy on company premises	1	2	3	4
j.	More public promotions of RTD services	1	2	3	4
k.	Provide service from other areas	1	2	3	4
l.	Provide a premium, customized bus service to work	1	2	3	4

B3.

a. Of the items above, which are the three most important aspects of bus service for you?

a. [ ] b. [ ] c. [ ] d. [ ] e. [ ] f. [ ] g. [ ] h. [ ] i. [ ] j. [ ]

b. In what other ways could RTD serve you better?

\_\_\_\_\_

\_\_\_\_\_

C.

**PERCEPTIONS OF RTD**

*In the next few questions, we would like to know how you feel about RTD service.*

C1.

The following are some statements that could be made about RTD service. Please tell us how strongly you agree or disagree with each one.

*(Please circle the appropriate number.)*

	<u>Strongly Agree</u>		<u>Strongly Disagree</u>		<u>Don't Know</u>
a. I am satisfied with RTD express services	1	2	3	4	5
b. I am satisfied with RTD limited-stop services	1	2	3	4	5
c. I am satisfied with RTD local services	1	2	3	4	5
d. I am satisfied with RTD customer information	1	2	3	4	5
e. RTD provides adequate brochures, timetables, etc.	1	2	3	4	5
f. I am generally satisfied with RTD service	1	2	3	4	5
g. I think RTD offers good service for commuters	1	2	3	4	5
h. RTD provides safe service to its riders	1	2	3	4	5

C2.

Overall, how would you rate RTD services?

[ ] Excellent [ ] Good [ ] Average [ ] Below average [ ] Poor  
[ ] Don't Know

C3.

How would you compare RTD to other local providers e.g municipal bus lines (Culver City, Santa Monica, Norwalk, Montebello, Torrance), and other regional lines (OCTD, Omnitrans, Long Beach Transit)?

[ ] Much better [ ] Somewhat better [ ] About the same [ ] Somewhat worse  
[ ] Much worse [ ] Don't Know

C4.

a. Have you read stories about RTD in any newspapers within the past year?

Yes                       No (GO TO PART d OF THIS QUESTION)

b. IF YES, in what newspaper?

Los Angeles Times                       Daily News  
 Herald Examiner                       Community Newspaper  
 Other \_\_\_\_\_

c. Do you feel that the stories you have read are generally accurate?

Yes             No             Partly             Not Sure

d. Have you heard stories about RTD within the past year, other than what you have read in the newspaper?

Yes                       No (GO TO QUESTION C5)

e. IF YES, where? (Please check all that apply)

Radio News/Editorials                       Television News/Editorials  
 Your colleagues                       Other company/agency managers  
 Other \_\_\_\_\_

f. Do you feel that the stories you have heard are generally accurate?

Yes             No             Partly             Not Sure

C5.

How do you find out about RTD services? (Please check all that apply)

Call RTD Headquarters                       Printed timetables  
 Telephone/Customer Information                       Other employees  
 Regional Bus Guides                       Relatives, friends, etc.  
 Pass outlets                       Other \_\_\_\_\_  
 RTD bulletins/brochures

C6.

What better ways could RTD provide information to you?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

D. **GENERAL CONDITIONS IN THE REGION**

*In the next few questions, we would like to know how you feel about living in Southern California, and particularly how improved transportation could make living in Southern California better for you.*

D1.

Please tell me how strongly you agree or disagree with each statement about how **traffic conditions** in this area affect you. *(Please circle the appropriate number.)*

	<u>Strongly Agree</u>		<u>Strongly Disagree</u>	
a. Traffic conditions in the area have hurt your health or caused stress for you	1	2	3	4
b. Traffic conditions in the area have <u>not</u> made you less productive at work	1	2	3	4
c. Traffic conditions in the area have made you absent from work frequently	1	2	3	4
d. Traffic conditions in the area have made you late to work frequently	1	2	3	4

D2.

Next, please tell me how strongly you agree or disagree with each of the following statements. *(Please circle the appropriate number)*

	<u>Strongly Agree</u>		<u>Strongly Disagree</u>	
a. Increasing the number of people who get to work by bus will cut traffic jams.	1	2	3	4
b. Increasing the number of people who get to work by bus will help clean up the air.	1	2	3	4
c. Increasing the number of people who get to work by bus will cut stress from driving to work.	1	2	3	4
d. Improving the bus system in Los Angeles would make it better to live in Los Angeles.	1	2	3	4
e. Building a rapid transit system in Los Angeles would make it better to live in Los Angeles.	1	2	3	4
f. Better bus service would make it easier for you to get to and from work.	1	2	3	4
g. Putting money into improving bus service and building rail service is better than building more highways and freeways in Los Angeles.	1	2	3	4

**E. PERCEPTIONS OF REGULATIONS AND ORDINANCES**

As you may know, various agencies in Southern California are enacting regulations and laws to require businesses to do things that are supposed to cut traffic congestion and clean up the air. We would like to know what you think about these regulations and laws.

E1.

Regulation XV - Regulation XV, also known as the Commuter Program, makes employers set up programs to get employees to do such things as carpool and ride the bus, so as to cut the number of people driving alone in cars to work in the morning.

a. Have you heard of Regulation XV?

Yes                       No                       Not sure

*(IF NO or NOT SURE, GO TO QUESTION E2)*

b. IF YES, how strongly do you agree or disagree that Regulation XV will do the following? *(Please circle the appropriate number.)*

		<u>Strongly</u> <u>Agree</u>		<u>Strongly</u> <u>Disagree</u>	
a.	Clean up the air	1	2	3	4
b.	Get more people to share rides	1	2	3	4
c.	Cut traffic jams	1	2	3	4
d.	Make your life more pleasant in Los Angeles	1	2	3	4
e.	Make it easier for you to get to and from work	1	2	3	4

E2.

Los Angeles City Ordinance - By January 1, 1989, all companies with 100 or more employees who help pay for parking for any of their employees will have to pay \$15 a month towards the cost of a bus pass for each employee who wants to buy a bus pass to get to work.

a. Are you aware of this Los Angeles City Law?

Yes                       No                       Not Sure

*(IF NO or NOT SURE, GO TO QUESTION E3)*

b. IF YES, how strongly do you agree or disagree that this Los Angeles City Law will do the following? *(Please circle the appropriate number.)*

		<u>Strongly</u> <u>Agree</u>		<u>Strongly</u> <u>Disagree</u>	
a.	Clean up the air	1	2	3	4
b.	Get more workers to ride the bus	1	2	3	4
c.	Cut traffic jams	1	2	3	4
d.	Make your life more pleasant in Los Angeles	1	2	3	4
f.	Make it easier for you to get to and from work	1	2	3	4

E3.

Metro and Light Rail Projects are currently being planned and constructed in the County.

a. Are you aware of the Regional Plan for rail projects?

Yes                       No                       Not Sure

(IF NO or NOT SURE, GO TO QUESTION E4)

b. IF YES, how strongly do you agree or disagree that the Metro and Light Rail Projects will do the following? (Please circle the appropriate number.)

		Strongly Agree		Strongly Disagree	
a.	Clean up the air	1	2	3	4
b.	Get more workers to ride public transit	1	2	3	4
c.	Cut traffic jams	1	2	3	4
d.	Make your life more pleasant in Los Angeles	1	2	3	4
f.	Make it easier for you to get to and from work	1	2	3	4

E4.

What would encourage you to take advantage of the bus pass subsidy? (Check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Lower fares           | <input type="checkbox"/> Better information on bus services |
| <input type="checkbox"/> Longer service hours  | <input type="checkbox"/> More frequent local service        |
| <input type="checkbox"/> More routes           | <input type="checkbox"/> More modern buses                  |
| <input type="checkbox"/> More express buses    | <input type="checkbox"/> More reserved lanes for buses      |
| <input type="checkbox"/> A premium bus service |   |

F.

**EMPLOYEE DEMOGRAPHICS**

In the last few questions, we would like you to tell us a few things about yourself, for statistical purposes.

F1.

What is your age? (Please check one.)

- |   |                                |                                      |                                |
|---|--------------------------------|--------------------------------------|--------------------------------|
| <input type="checkbox"/> under 18 years | <input type="checkbox"/> 18-21 | <input type="checkbox"/> 22-29       | <input type="checkbox"/> 30-39 |
| <input type="checkbox"/> 40-49 years    | <input type="checkbox"/> 50-59 | <input type="checkbox"/> 60 and over |                                |

F2.

Are you:                       Male                      or                       Female

F3.

How many persons in your household, in addition to you, are employed?  
(Please circle the number)

0                      1                      2                      3                      4                      5                      6 or more



F4.

To which ethnic group do you belong?

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> White           | <input type="checkbox"/> Black                  | <input type="checkbox"/> American Indian/Aleut |
| <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Other _____           |

F5.

How many motor vehicles (cars, trucks vans) in working condition, are there in your household?  
(Please circle one number)

0            1            2            3            4            5            6 or more

F6.

Including yourself, how many licensed drivers are there in your household?  
(Please circle the number)

0            1            2            3            4            5 or more

F7.

Including yourself, how many people live in your household?  
(Please circle the number)

0            1            2            3            4            5            6            7            8 or more

F8.

- a. What is the nearest major intersection to your home? \_\_\_\_\_
- b. In what city is that? \_\_\_\_\_
- c. What is the zip code of your home address? \_\_\_\_\_

F9.

What is the total yearly income (before taxes) of your household, including yourself?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Less than \$5,000   | <input type="checkbox"/> \$15,000 - \$19,999 | <input type="checkbox"/> \$35,000 - \$49,999 |
| <input type="checkbox"/> \$5,000 - \$9,999   | <input type="checkbox"/> \$20,000 - \$24,999 | <input type="checkbox"/> \$50,000 - \$74,999 |
| <input type="checkbox"/> \$10,000 - \$14,999 | <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$75,000 or more    |

Thank you for your help in completing this survey. Please return the survey as you have been instructed.

# UN ESTUDIO POR LA RTD DE LOS TRABAJADORES DE UNA CORPORACION

Ud. ha estado escogido de participar en este estudio acerca de los sentimientos y actitudes hacía el servicio del autobús/camión de la Southern California Rapid Transit District (RTD). Los resultados de este estudio ayudará la RTD de ofrecer mejores servicios para Ud. y su compañía. Favor de contestar todas las preguntas lo más sinceramente posible. Sus respuestas son completamente confidenciales y por favor no se ofrece ni su nombre ni dirección. Muchas gracias por su colaboración.

## A. COMO UD LLEGA A SU TRABAJO

*En las primeras dos preguntas, queremos saber si presentamente toma el autobús para llegar a su trabajo y con que facilidad Ud. toma el autobús.*

A1.

a.	¿Toma Ud. el autobús a trabajar 2 o más días por semana?
	<input type="checkbox"/> Sí <input type="checkbox"/> No (SIGA A PREGUNTA A2)
b.	SI CONTESTO Sí, ¿cuántas días por semana toma el autobús? (Cheqea una, por favor)
	<input type="checkbox"/> 2 días <input type="checkbox"/> 3 días <input type="checkbox"/> 4 días <input type="checkbox"/> 5 días <input type="checkbox"/> 6 días o más
c.	¿Usa Ud. un pase mensuale de autobús?
	<input type="checkbox"/> Sí <input type="checkbox"/> No

A2.

a.	¿Hay una parada de la RTD acerca de su casa?
	<input type="checkbox"/> Sí <input type="checkbox"/> No <input type="checkbox"/> No sé
	(SI NO o NO SÉ SIGA A PREGUNTA B1)
b.	SI CONTESTO Sí, ¿cuánto tiempo dura de caminar de su casa a la parada más cerca?
	<input type="checkbox"/> 0-2 minutos <input type="checkbox"/> 3-5 minutos <input type="checkbox"/> 6-10 minutos <input type="checkbox"/> más de 10 minutos

B.

**AUMENTANDO EL USO DEL SERVICIO DE RTD**

En las siguientes preguntas, quisieramos saber como se podría mejorar el servicio de la RTD, para hacer el servicio más atractivo para Ud.

B1.

¿De qué manera podría su compañía motivarle de tomar el autobús? Favor de decirnos la importancia que tiene cada una de las siguientes para motivarle de tomar el autobús más frecuentemente, o para seguir tomando el autobús. (Favor de circular el número por cada punto.)

	Muy Importante		No tiene Importancia	
	1	2	3	4
a. Ofreciendo información, por ejemplo, itinerarios de cada línea de autobuses, mapas, artículos de periódicos.	1	2	3	4
b. Ayuda activa, por ejemplo, juntas acera de tomando el autobús, arreglando horarios individuales.	1	2	3	4
c. Participación activo, por ejemplo, vendiendo un pase mensuale de autobús en los sitios, ofreciendo premios por tomar el autobús, etc.	1	2	3	4

B2.

¿Cómo puede la RTD ofrecerle servicio mejor? Favor de decirnos la importancia que tiene cada uno de los siguientes puntos para Ud. (Favor de circular el número per cada punto.)

	Muy Importante		No tiene Importancia	
	1	2	3	4
a. Servicio más frecuente	1	2	3	4
b. Que los autobuses van más temprano en la mañana	1	2	3	4
c. Que los autobuses van más tarde en la noche	1	2	3	4
d. Más servicio expreso de autobús	1	2	3	4
e. Horas de servicio más largas para el servicio expreso de autobús	1	2	3	4
f. Más servicio de paradas limitadas	1	2	3	4
g. Información del autobús y los horarios puestos en el sitio de la compañía	1	2	3	4
h. Que una persona de la facultad de la RTD visite la compañía para motivar tomando el autobús	1	2	3	4
i. Pases de autobús disponibles en los sitios de la compañía	1	2	3	4
j. Más promociones públicos de los servicios de la RTD	1	2	3	4
k. Ofrece servicio de otras partes	1	2	3	4
l. Ofrece un servicio de primera clase	1	2	3	4

B3.

a. De los puntos arriba, ¿cuáles son los tres aspectos más importantes del servicio del autobús para Ud.?

a.  b.  c.  d.  e.  f.  g.  h.  i.  j.

b. ¿En cuáles otras maneras podría la RTD servirle mejor?

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C.

**PERCEPCIONES DEL RTD**

*En las siguientes preguntas, quisieramos saber como se siente Ud. hacia el servicio de RTD.*

C1.

Los siguientes son algunos dichos que se podría decir acerca del servicio de la RTD. Favor de decirnos lo fuerte con que Ud. está de acuerdo o no está de acuerdo con cada uno.  
(Favor circúla el número apropiado.)

		Definitivamente de Acuerdo	Definitivamente No de Acuerdo	No sé		
a.	Estoy satisfecho con el servicio expres de la RTD	1	2	3	4	5
b.	Estoy satisfecho con el servicio de paradas limitadas de la RTD	1	2	3	4	5
c.	Estoy satisfecho con los servicios locales de la RTD	1	2	3	4	5
d.	Estoy satisfecho con la información para clientes	1	2	3	4	5
e.	La RTD ofrece información y horarios, etc. adecuados	1	2	3	4	5
f.	Estoy satisfecho en general con el servicio de la RTD	1	2	3	4	5
g.	Pienso que la RTD ofrece buen servicios para los "commuters"	1	2	3	4	5
h.	La empresa RTD ofrece un servicio seguro para sus pasajeros	1	2	3	4	5

C2.

Sobre todo, ¿cómo evaluaría Ud. los servicios de la RTD?

Excelente     Bien     Satisfactorio     Bajo     Malo     No sé

C3.

¿Cómo compararía Ud. la RTD con otras líneas de autobuses municipales (Culver City, Santa Monica, Norwalk, Montebello, Torrance), y otras líneas regionales (OCTD, Omnitrans, Long Beach Transit)?

Mucho mejor     Un poco mejor     Igual     Peor     Mucho Peor  
 No sé

C4.

a. ¿Ha leído Ud. artículos acerca de la RTD en algún periódico dentro del año pasado?  
 Sí  No (SIGA A PARTE "d" DE ESTA PREGUNTA)

b. SI CONTESTO Sí, ¿en cuál periódico? (Favor cheque todos que se aplican)  
 Los Angeles Times  Daily News  
 Herald Examiner  Periódico Local  
 Otro \_\_\_\_\_

c. ¿Cree Ud. que los artículos que ha leído son generalmente verdaderos?  
 Sí  No  Más o menos  No estoy seguro

d. ¿Ha oído Ud. historias de la RTD dentro del año pasado, aparte de los que ha leído en el periódico?  
 Sí  No (SIGA A PREGUNTA C5)

e. SI CONTESTO Sí, ¿en dónde? (Favor cheque todos que se aplican)  
 Noticias del Radio/Editoriales  Noticias de Televisión/Editoriales  
 Sus compañeros de trabajo  Gerentes de otras compañías/agencias  
 Otro \_\_\_\_\_

f. ¿Cree Ud. que las historias que Ud. ha oído acerca de la RTD son generalmente verdaderas?  
 Sí  No  Más o menos  No Estoy Seguro

C5.

¿Cómo averigua Ud. de los servicios de la RTD?

<input type="checkbox"/> Llama la oficina general de la RTD	<input type="checkbox"/> Itinerarios de cada línea de autobuses
<input type="checkbox"/> Teléfono/Información para los clientes	<input type="checkbox"/> Otros trabajadores
<input type="checkbox"/> Guías de servicio del autobús regionales	<input type="checkbox"/> Parientes, amigos, etc.
<input type="checkbox"/> Vendedores de los pases mensuales	<input type="checkbox"/> Otro _____
<input type="checkbox"/> Boletines de la RTD	

C6.

¿En cuáles maneras mejores podría la RTD ofrecerle información para Ud.?

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D. **CONDICIONES GENERALES EN LA REGION**

En las siguientes preguntas, queremos saber como Ud. se siente de vivir en el Sur de California y particularmente como el transporte mejorado podría mejorar la vida en el Sur de California para Ud.

D1.

¿Favor de decirme lo fuerte con que Ud. está de acuerdo o no está de acuerdo con cada ítem de como las condiciones del tráfico le afecta en ésta area. (Favor circula en número apropiado.)

	Definitivamente de Acuerdo		Definitivamente No de Acuerdo	
	1	2	3	4
a. Las condiciones del tráfico en este area le han causado dano a su salud o causado esfuerzo para Ud.	1	2	3	4
b. Las condiciones del tráfico en este area <u>no</u> le han puesto menos productivo en el trabajo.	1	2	3	4
c. Las condiciones del tráfico en este area le han causado ausencias frecuentes de su trabajo.	1	2	3	4
d. Las condiciones del tráfico en este area le han causado a llegar tarde frecuentemente a su trabajo.	1	2	3	4

D2.

Ahora, favor de decirme lo fuerte con que está de acuerdo o no está de acuerdo con cada uno de los siguientes ítemes. (Favor circula en número apropiado.)

	Definitivamente de Acuerdo		Definitivamente No de Acuerdo	
	1	2	3	4
a. Aumentando el número de gente que llegan al trabajo por autobús bajará la congestión del tráfico.	1	2	3	4
b. Aumentando el número de gente que llegan al trabajo por autobús ayudará a limpiar el aire.	1	2	3	4
c. Aumentando el número de gente que llegan al trabajo por autobús bajará el esfuerzo de manejar al trabajo.	1	2	3	4
d. Mejorando el sistema de autobús en Los Angeles lo haría mejor de vivir en Los Angeles.	1	2	3	4
e. Construyendo un sistema de transito rápido en Los Angeles lo haría mejor de vivir en Los Angeles.	1	2	3	4
f. Mejor servicio de autobús lo haría más fácil para Ud. a llegar y salir de trabajo.	1	2	3	4
g. Al poner dinero en el mejoramiento del servicio del autobús y construyendo un servicio de "rail" está mejor que construyendo más carretera en Los Angeles.	1	2	3	4

**E. PERCEPCIONES DE REGULACIONES Y ORDENANZAS**

Como sepa, varias agencias en el Sur de California están poniendo regulaciones y leyes para obligar que los negocios hagan cosas que se supone cortará la congestión del tráfico y limpiar el aire. Quisieramos saber que piensa Ud. de éstas regulaciones y leyes.

E1.

Regulación XV - también conocido como el "programa del Commuter," obliga que los patronos arreglen programas para que sus trabajadores hagan cosas como "carpool" y tomen el autobús para cortar el número de gente que manejan sin pasajeros a sus trabajos por la mañana.

a. ¿Conoce Ud. de Regulación XV?  
 Sí             No             No estoy seguro

(SI CONTESTO NO o NO ESTOY SEGURO, SIGA A PREGUNTO E2)

b. SI CONTESTO Sí, ¿con qué fuerza está Ud. de acuerdo o no de acuerdo que Regulación XV hará lo siguiente? (Favor circúla el número apropiado.)

		Definitivamente de Acuerdo		Definitivamente No de Acuerdo	
		1	2	3	4
a.	Limpiar el aire	1	2	3	4
b.	Motivar más gente de compartir viajes	1	2	3	4
c.	Cortar la congestión del tráfico	1	2	3	4
d.	Hacer su vida más agradable en Los Angeles	1	2	3	4
e.	Ponerlo más fácil para que Ud. llega y sale del trabajo	1	2	3	4

E2.

Los Angeles City Ordinance - Por el 1 de enero de 1989, todas las compañías con 100 o más trabajadores quienes ayudan pagar por el parqueo por cualquier de sus trabajadores tendrán que pagar \$15 mensual hacía el costo de un pase de autobús por cada trabajador quien quiere comprar un pase de autobús para llegar al trabajo.

a. ¿Conoce Ud. de Los Angeles City Law?  
 Sí             No             No Estoy Seguro

(SI CONTESTO NO o NO ESTOY SEGURO, SIGA A PREGUNTA E3)

b. SI CONTESTO Sí, ¿con qué fuerza está Ud. de acuerdo o no de acuerdo que Los Angeles City Law hará lo siguiente? (Favor circúla el número apropiado.)

		Definitivamente de Acuerdo		Definitivamente No de Acuerdo	
		1	2	3	4
a.	Limpiar el aire	1	2	3	4
b.	Motivan que más trabajadores tomar el autobús	1	2	3	4
c.	Cortar la congestión del tráfico	1	2	3	4
d.	Hacer su vida más agradable en Los Angeles	1	2	3	4
e.	Ponerlo más fácil para que Ud. llega y sale del trabajo	1	2	3	4

E3.

Los Proyectos "Metro" y "Light" Ferrocarriles se están planeando y construyendo en este condado.

a. ¿Conoce Ud. del Plan Regional por los proyectos del ferrocarriles?

Sí                       No                       No Estoy Seguro

(SI CONTESTO NO o NO ESTOY SEGURO, SIGA A PREGUNTA E4)

b. SI CONTESTO Sí, ¿con qué fuerza está Ud. de acuerdo o no de acuerdo que Metro and Light Rail Projects harán lo siguiente? (Favor circula el número apropiado.)

		Definitivament de Acuerdo		Definitivament No de Acuerdo	
a.	Limpiar el aire	1	2	3	4
b.	Motivan que más trabajadores toman el tránsito público	1	2	3	4
c.	Cortar la congestión del tráfico	1	2	3	4
d.	Hacer su vida más agradable en Los Angeles	1	2	3	4
e.	Ponerlo más fácil para que Ud. llega y sale del trabajo	1	2	3	4

E4.

¿Qué motivaría Ud. al usar el subsidio de autobús? (Cheque todos que se aplican.)

<input type="checkbox"/> Tarifas más bajas	<input type="checkbox"/> Información mejorado sobre servicios de autobús
<input type="checkbox"/> Horas de servicio más largas	<input type="checkbox"/> Servicios más frecuentes
<input type="checkbox"/> Más rutas de RTD	<input type="checkbox"/> Más autobuses modernos
<input type="checkbox"/> Más autobuses expresos	<input type="checkbox"/> Más líneas de expreso de autopista
<input type="checkbox"/> Un servicio de autobús de primera clase	

F.

**DEMOGRAFICOS SOBRE EMPLEADOS**

En las preguntas que siguen, nosotros deseamos que Ud. nos digan algunas cosas sobre Ud.

F1.

¿Que edad tiene Ud.? (Por favor, cheque uno.)

<input type="checkbox"/> bajo de 18 años	<input type="checkbox"/> 18-21	<input type="checkbox"/> 22-29	<input type="checkbox"/> 30-39
<input type="checkbox"/> 40-49 años	<input type="checkbox"/> 50-59	<input type="checkbox"/> Más de 60 años	

F2.

¿Es Ud. varón o mujer?                       Varón                       Mujer

F3.

¿Cuantas personas en su casa, además de Ud., están trabajando?  
(Favor, circula el número apropiado.)

0            1            2            3            4            5            6 o más



F4.

¿De qué grupo étnico es Ud.?

<input type="checkbox"/> Anglo	<input type="checkbox"/> Negro	<input type="checkbox"/> Indio Americano/Aleut
<input type="checkbox"/> Hispánico	<input type="checkbox"/> Asiático	<input type="checkbox"/> Otro _____

F5.

¿Cuántos vehículos de motores (autos, camionetas, vans) en buenas condiciones, hay en su casa? (Favor de circular un solo número)

0      1              2              3              4              5              6 o más

F6.

Incluyendose Ud., ¿cuántas chofres con licencia hay en su casa?  
(Favor de circular un solo número)

0              1              2              3              4              5 o más

F7.

Incluyendose Ud., ¿cuántas personas viven en su casa?  
(Favor de circular un solo número)

0      1      2      3      4      5      6      7      8 o más

F8.

¿Qué es la intersección mayor lo más cerca de su casa?  
\_\_\_\_\_

¿En qué ciudad está esta intersección? \_\_\_\_\_

¿Qué es el "codigo de zip" de su casa? \_\_\_\_\_

F9.

¿Qué es su ingreso total por año (después de los impuestos) de personas que viven en su casa, incluyendose Ud.?

<input type="checkbox"/> Menos de \$5,000	<input type="checkbox"/> \$15,000 - \$19,999	<input type="checkbox"/> \$35,000 - \$49,999
<input type="checkbox"/> \$5,000 - \$9,999	<input type="checkbox"/> \$20,000 - \$24,999	<input type="checkbox"/> \$50,000 - \$74,999
<input type="checkbox"/> \$10,000 - \$14,999	<input type="checkbox"/> \$25,000 - \$34,999	<input type="checkbox"/> \$75,000 o más

Gracias por su ayuda por completar este cuestionario. Favor devolver el cuestionario como le fue explicado.